

The
LARKIN IDEA
OCTOBER 1931

THERE'S YEARS OF PLEASURE

*What fun to take Dolly out
in this*

**Loom-woven Fibre
Carriage**



Body,
21½ in.
long x 9
in. wide.
Height to
top of hood.
27½ in. To
handle, 26 in.
Mfg. wt.
19 lbs.

2410
with
\$10

Purchase
or Coupons

BUILT like a real baby carriage is this doll carriage of round, loom-woven fibre. Any little girl would just love the centennial blue finish on the body and hood and the brown gear and wheels. Wire wheels have heavy, corrugated rubber tires. Nickel-plated hub caps. What fun arranging dolly in her carriage with the adjustable backrest. Ebonized handle. Foot brake.

If your little girl, or your neighbor's little girl, once gets a peep at this page no Santa Claus will do but the Larkin Santa. So be wise and show it to just as many mothers as you can in your neighborhood.



*Isn't
HELENE
adorable
with her
long curls?*

TRUST any little girl to note at once her wonderful features: sewed wig of real hair with long curls, eye lashes, and the way she says "Mama" is so life-like it almost seems she can talk.

And how pretty she is in her dress of rose-color rayon daintily trimmed with satin ribbon ruffles. One-piece undergarment to match. White silk socks; pink slippers. Satin ribbon band and rosette in hair. Helene is 28 in. tall!

Mailing weight 6 lbs.

2282 **\$13** Purchase
or Coupons

*For the Playroom or Some Child's Room
Child's Rocker of Loom-woven Fibre*

WHAT a thoughtful home where there is provision for little people with chairs their very own size.

Here is a rocker of loom-woven fibre that is as pretty as can be. You will like its shaded pea-green finish with the old-rose and green decoration in back. Has cretonne-covered loose cushion. Can't you picture the joy with which some little girl or boy will climb into it on Christmas morning?

Seat, 12½ x 12 in. Back, 13 in. high from seat.
Shipping weight 10 lbs.

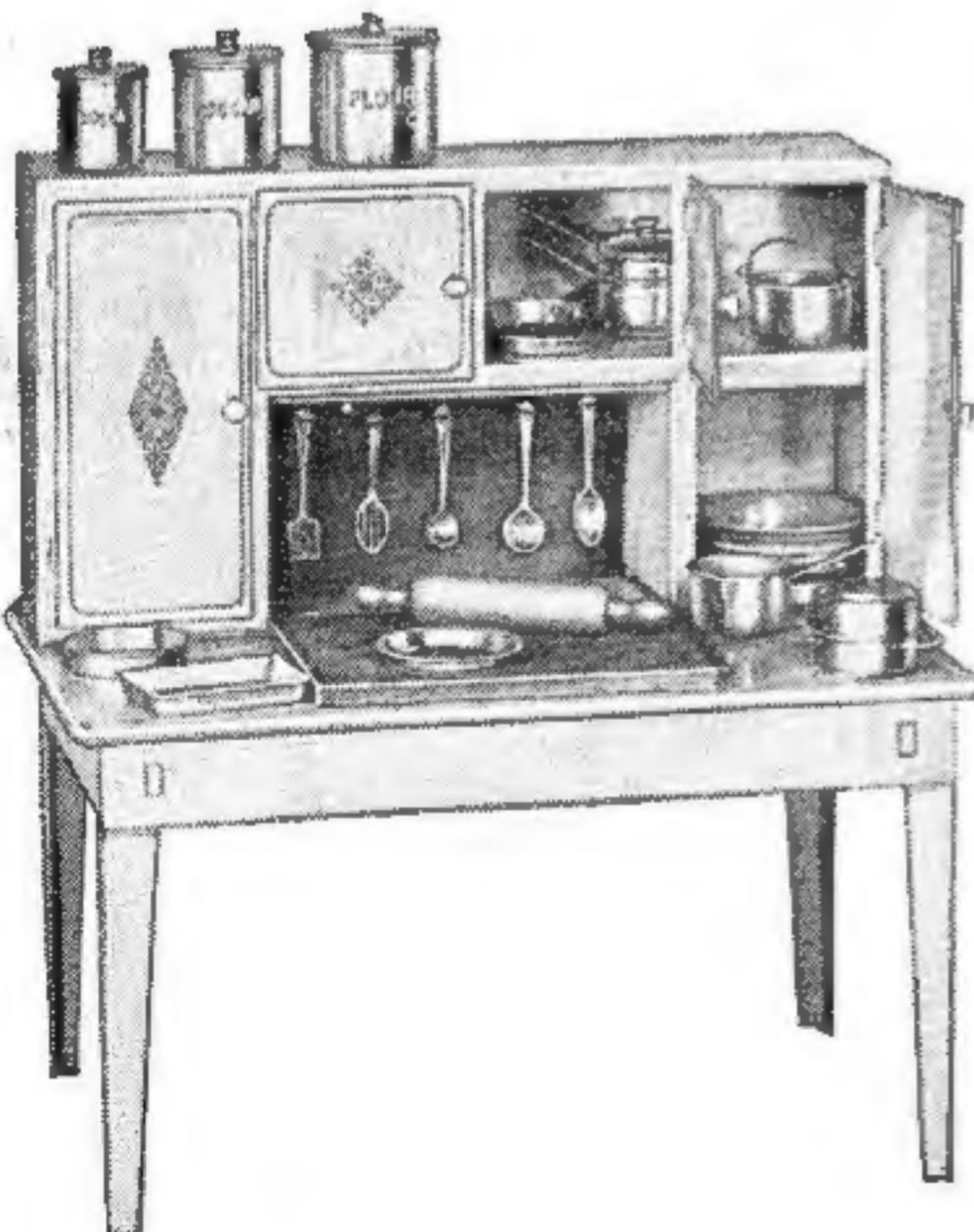


3349
with
\$10
Purchase
or Cpons.



I SAY
MAMA
I SLEEP
I WALK

*Just imagine "playing house"
with this Child's Kitchen Cabinet*



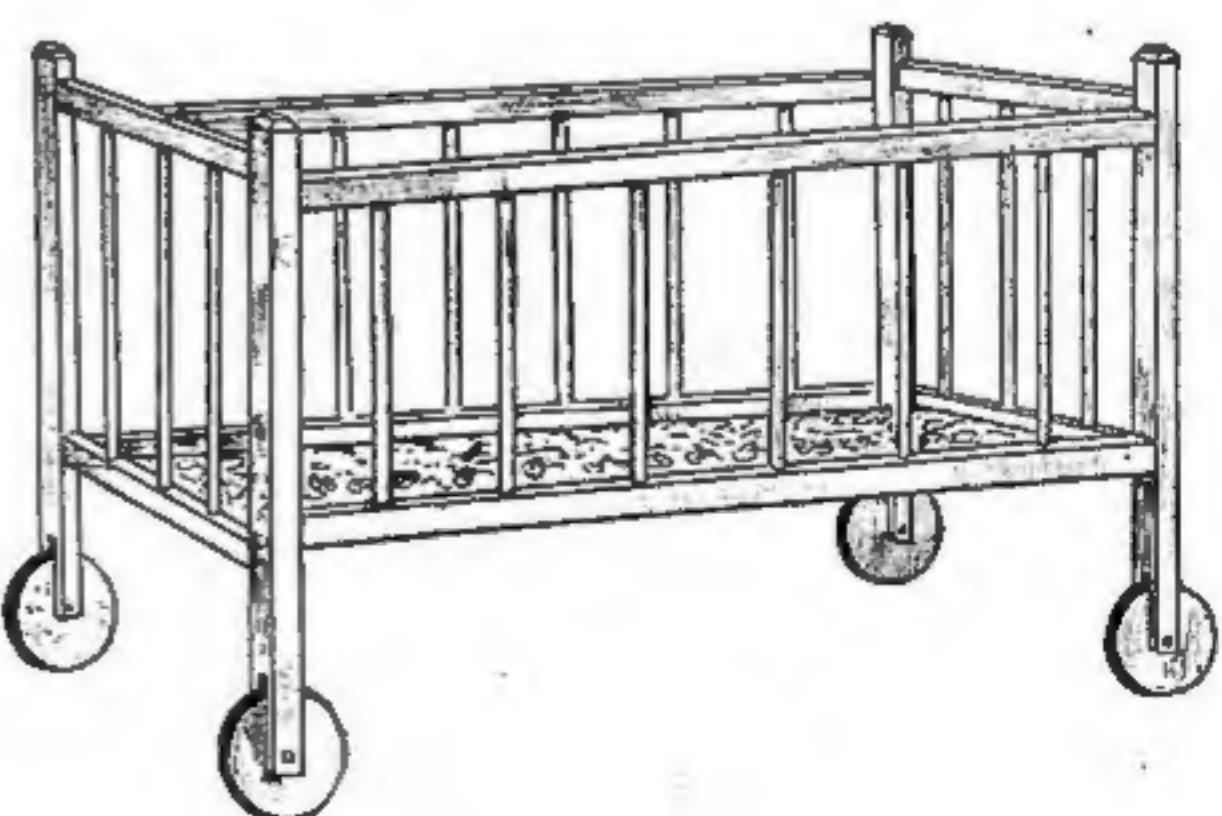
COMPLETELY equipped plaything is this strong, all-steel Kitchen Cabinet. There are even sixteen polished-aluminum utensils, wood mixing board, rolling pin and earthenware mixing bowl. Oh, what hours of joy for some young housekeeper in a gift like this one! Cabinet is finished in ivory with green trim. Decorations on doors. Legs are green enameled. Imagine the number of times a day those four hinged doors will be opened and shut by little hands.

20 in. wide; 12½ in. deep. 21 in. high. Shpg. wt. 12½ lbs.

1216 **\$9** Purchase
or Coupons

*Dolly will sleep well in this
Doll's Hardwood Bassinet*

HERE'S a bassinet for the medium-size doll. Well made of hardwood, prettily finished in pink enamel. Complete even to the cretonne mattress. Bassinet is 25½ in. long, 15½ in. wide, 20½ in. high. The ideal kind for the small girl. It's almost beyond understanding what remarkable little toys they are able to turn out for such a small investment in Larkin Coupons. Mailing weight 5½ lbs.



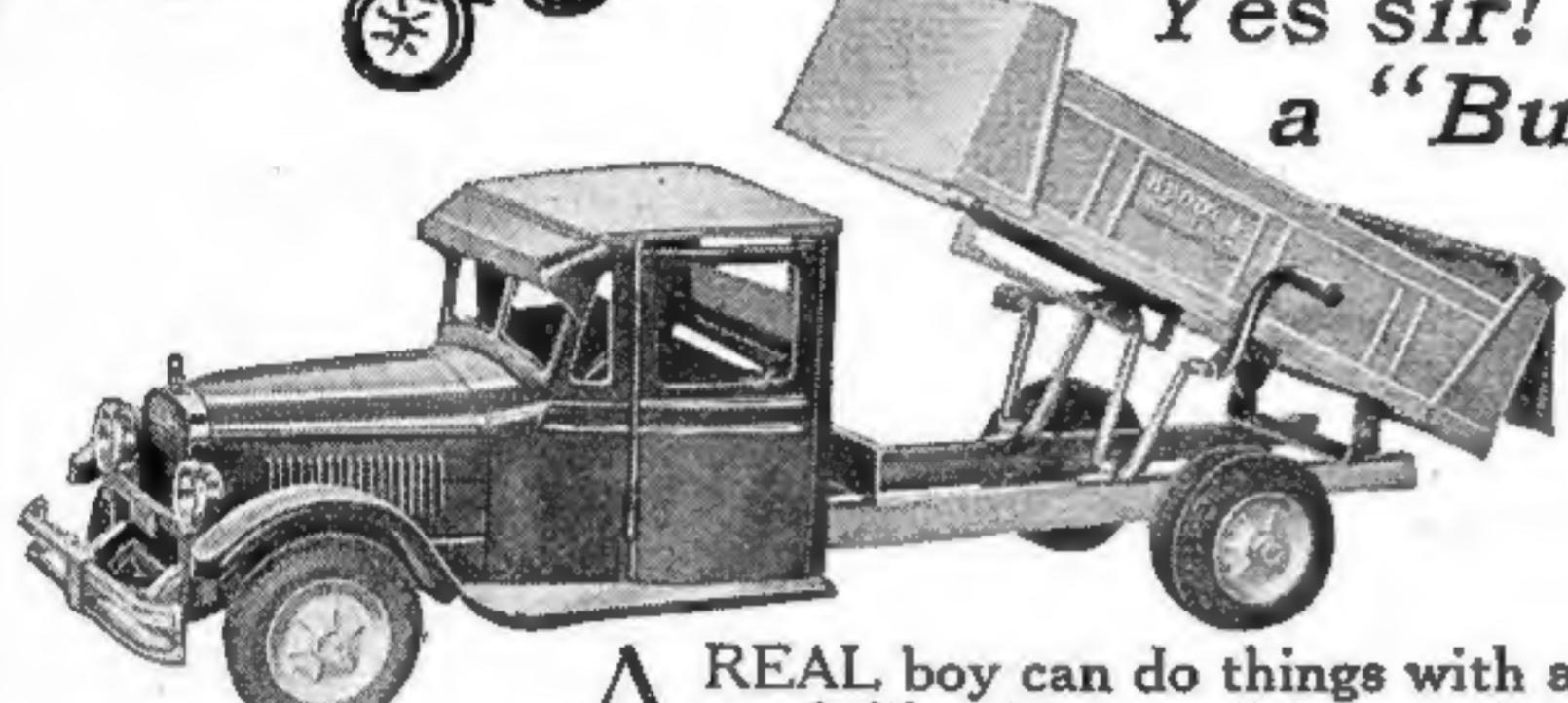
2183
with
\$2.50
Purchase
or Cpons.

IN THESE *Super-built* TOYS



Toys so sturdily built that they will last until the boy outgrows them are an investment, indeed. Just watch your boy's face Christmas morning when he finds one of these selections under the Christmas tree.

*Yes sir! It's
a "Buddy
L"*

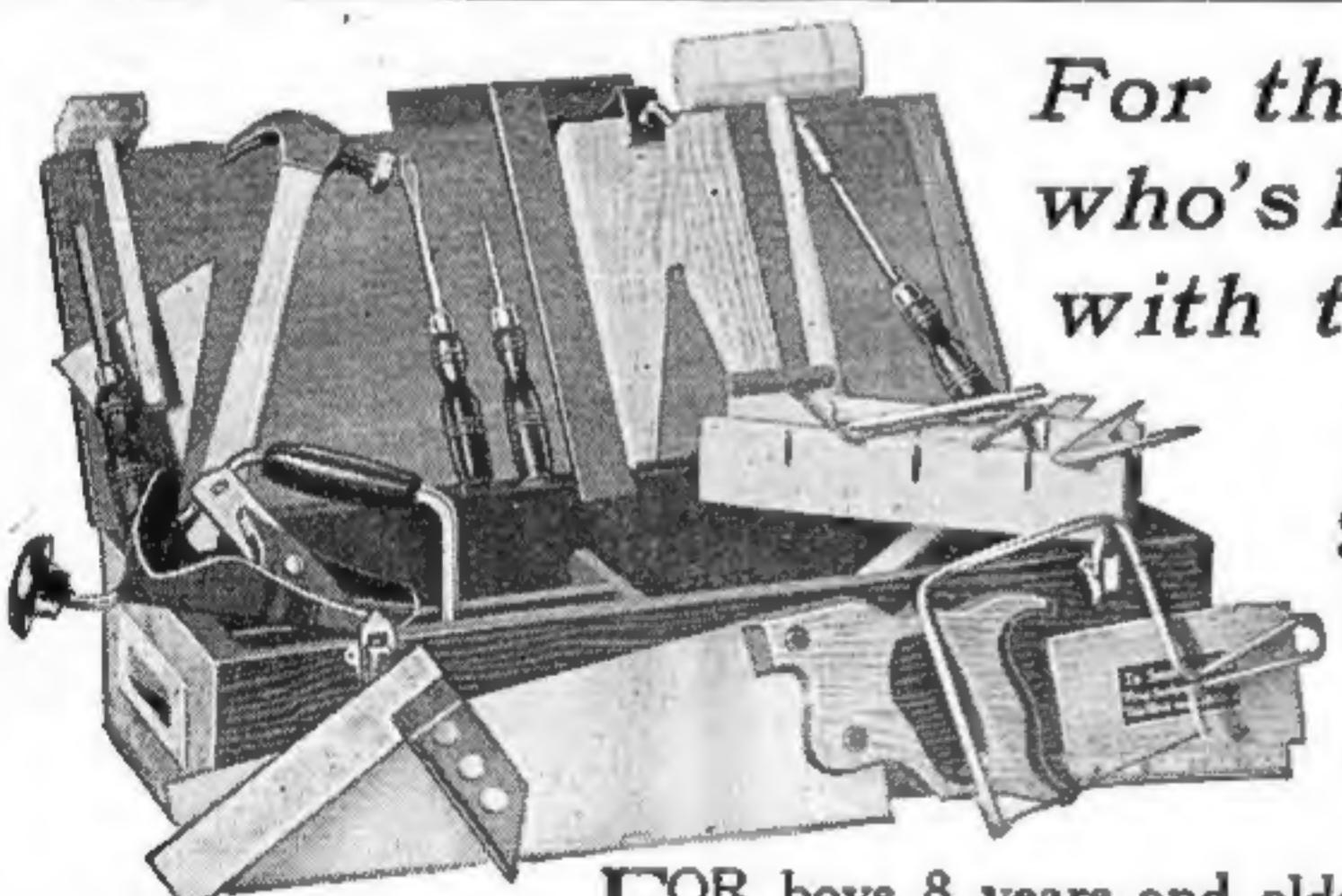


**Extra-Heavy
Steel
Dump
Truck**

A REAL boy can do things with a dump truck like this one. Look at the simple tilting device that raises and lowers the rear box. What a thrill as the rear gate opens as the box is raised and closes as the box is lowered. 24 in. long, 7 3/4 in. wide, 8 in. high. How that will look under the Christmas tree!

Made of real steel. Finished in shiny black and brilliant red enamel. Rubber tires. Mailing weight 11 1/2 lbs.

1684 \$9 Purchase
with
or Coupons



*For the boy
who's handy
with tools!*

2298
with
\$8.50
Purchase
or
Coupons

**Carpentry
Set**

FOR boys 8 years and older. More than a toy—teaches youngsters practical use of tools. About 23 tools, including plane, saw, mitre box, hacksaw, bit, brace, etc. In substantial walnut-finish-hardwood box, 21 1/2 x 8 1/4 x 5 in., with brass handles, hinges and clasps. Work manual included.

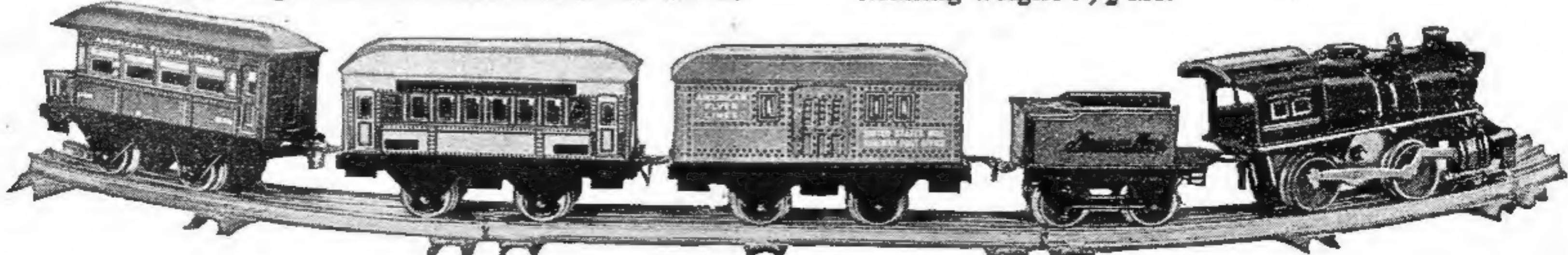
Mailing weight 10 1/4 lbs.

1660
with
\$15
Purchase
or Coupons

Talk about values! Here's one, Dad and Mother!

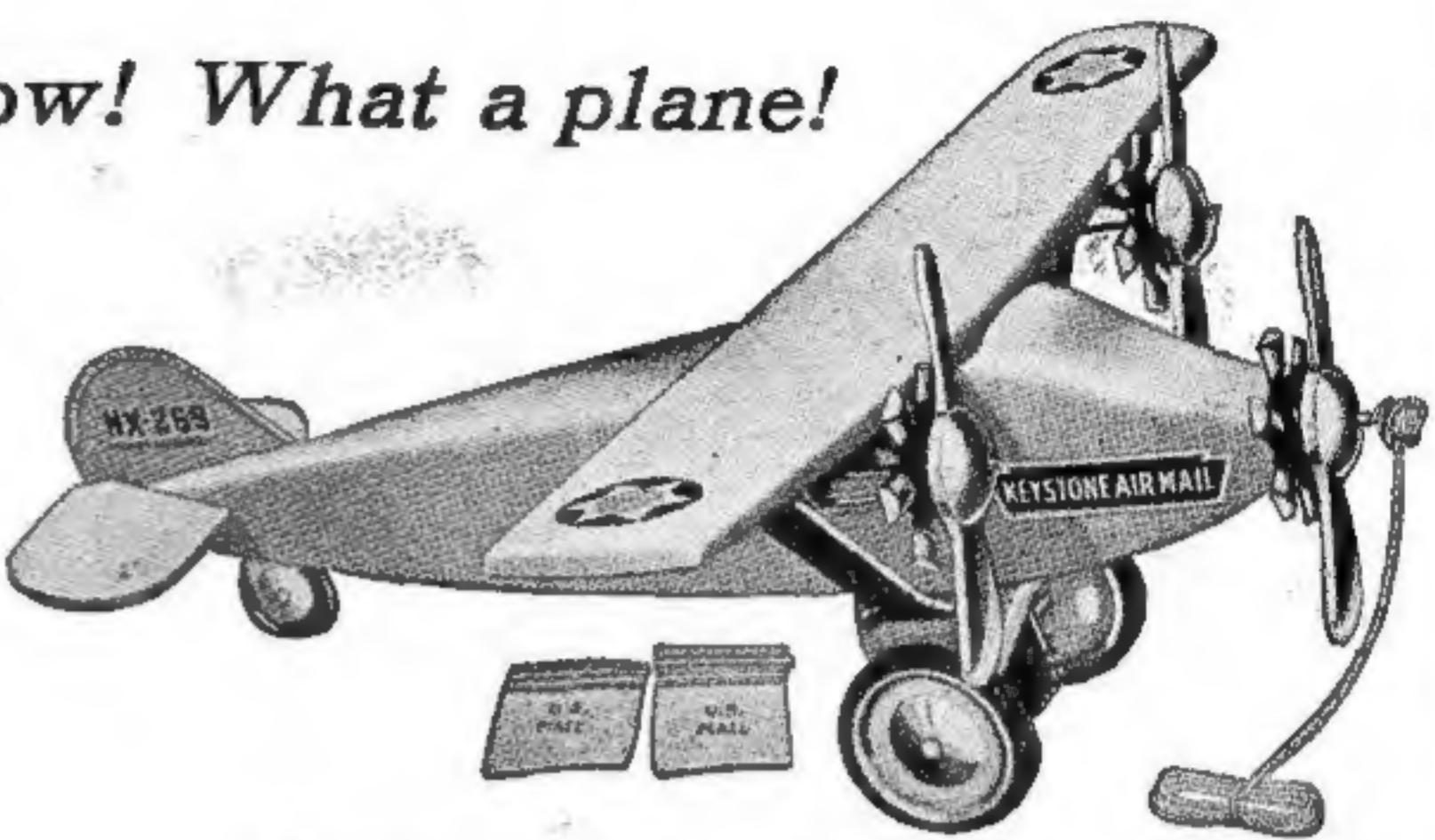
Electric Train Outfit with Transformer

HERE'S a snappy-looking train at a popular price, complete with transformer. Steam-type, cast-iron locomotive with pistons, tender with imitation coal, baggage car with sliding doors, passenger car and observation car are all



made of steel lithographed in bright colors, forming a train 31 in. long. Automatic couplings. 8 pieces of curved and two pieces of straight 0-gauge track, forming oval 36 1/2 x 26 1/2 in. Mailing weight 7 1/2 lbs.

Wow! What a plane!

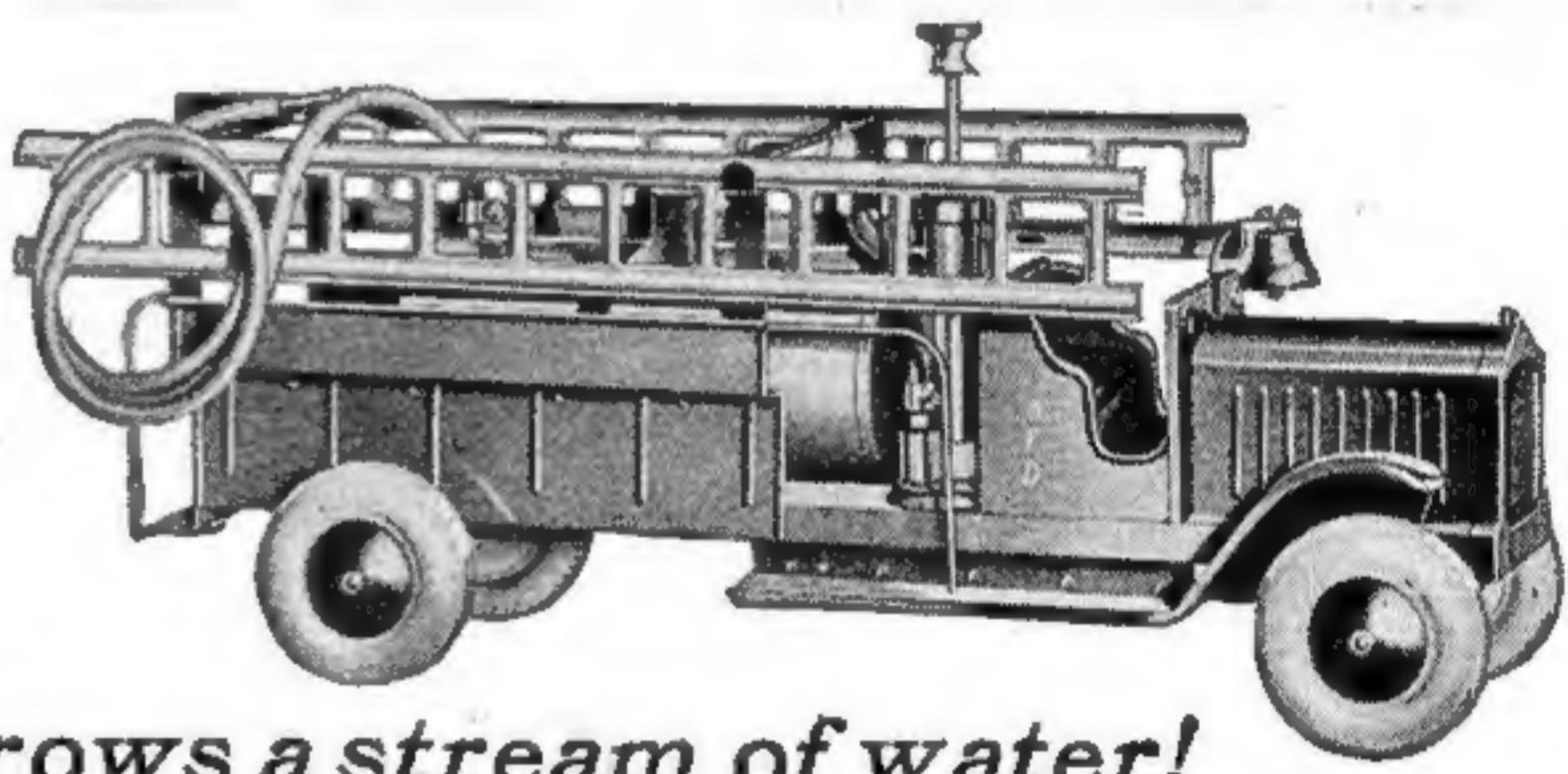


Keystone Mail Plane

DOES the youngster love to go to the airport? Then give him this big, all metal, tri-motor mail plane. 25 in. long. Has wing spread of 24 in. Strong enough to sustain weight of 150 lbs. When drawn along floor, all three nickel-plated propellers turn. Noise of motor sounds like real plane. Windows on both sides of body. Two mail bags. Pull rope. Baked enamel finish. No sharp edges. Solid rubber tires on disc wheels.

Shipping weight 8 1/2 lbs.

2291
with
\$6.50
Purchase
or Coupons



It throws a stream of water!

Pumping Fire Engine

EQUIPPED with this toy a boy can play fireman in earnest. Big enough to satisfy the most exacting boy . . . 21 in. long, 6 in. wide, 8 in. high. Body and wheels finished in bright red enamel with black trim. Has large water tank with double-acting pump; 43-in. rubber hose with solid brass nozzle at end. Actually throws stream of water 35 feet. When the boy locks the four 18-in. extension ladders together they extend 6 feet into the air. Engine is strongly constructed of heavy gauge steel and brass. Balloon-type, steel disc wheels. And tell the boy that brass bell on the front actually rings! Shpg. wt. 7 1/2 lbs.

1314
with
\$9
Purchase
or Cpons.



*"Oh!
A Larkin Display
is a
Wonderful Thing"*

By
Francis B. Frazee

"We've come to see your Christmas Display!"
You can hear the neighbors exclaim.
"Oh! what a darling necklace for Sue!"
Or... "Bill wants a toy or a game."

A little sale here... a bigger sale there.
Each day there's more cash in the till.
Oh, a Larkin Display is a wonderful thing
For the one who will work with a will.

So plan yours to-day. Santa Larkin will help.
Read the big Credit Offer, page three.
Just order your stock, arrange your display
And say to your friends "Come and see!"

They'll come... and they'll buy of your tempting array.
They'll spread far and wide the good news
That yours are the loveliest presents in town,
And others will hasten to choose!

Oh! the coupons you'll get for your very own gifts
Will make you so gladsome and gay
As you think of the loved ones whom you will surprise
With the presents you've earned... CHRISTMAS DAY.



A HELPFUL MAGAZINE



The Larkin Idea

for LARKIN SECRETARIES

VOLUME XXVIII
OCTOBER, 1931

NO. 10

PUBLISHED & COPYRIGHTED 1931
BY LARKIN CO INC.

Starting Now! \$40 CHRISTMAS Credit Offer

YOU want a greater Christmas business than ever! You want to earn more of those worth-while Larkin Rewards.

Just think what Larkin Rewards mean to you. They mean clothing... household supplies...home furnishings. Best of all, they are a guarantee that "there'll be a joyous Christmas for the whole family".

Your Larkin Christmas business requires Christmas stocks for Christmas selling. Maybe it's a Christmas display that you are planning...gifts for an entire community. Maybe it's friends you will have to finance in their purchases until a convenient pay day.

And so Larkin Company announces a month earlier than usual our great Christmas Credit Offer. Read every word of this offer. See how you can start immediately with a Christmas display. See how we will finance you for greater Christmas selling.

Great Credit Offer

Larkin Co will accept extra unpaid Christmas orders up to \$40. Payment for such credit orders must be made by January 15, 1932. There is just one provision. The regular prepaid Club order for the month in which your credit order is sent must either accompany the order or must have already been sent during that month.

Suppose, for example, you are starting your display in October. Or suppose you have friends who wish to order during October and pay later. By sending your regular prepaid Club order for October you immediately open a way for yourself to \$40 credit. Perhaps you will wish to order all of this \$40 worth of goods on credit during October. Perhaps you will only wish to order a portion. You may have a credit order of any size providing the total amount does not exceed \$40.

Order May Be Divided

Suppose you order \$15 or \$20 worth of Larkin goods on credit in October. As the case may be, you would still have a margin of credit left of either \$25 or \$20, which may be ordered in November or December. However, any credit order in November must have with it its regular prepaid order for that month. Be sure, however, that your credit orders do not at any time exceed \$40.

Your Working Capital

You can make this \$40 credit, however, a splendid working capital for the whole fall season. You can start right out now and order some goods for immediate Christmas display. You can take up orders in your neighborhood for anything in the Larkin Catalog...either Christmas goods or general household supplies...either Products at half-price or Premiums at half the Catalog offer. If you are able to collect at once the money on Larkin goods which you have thus

ordered on credit and remit, you will again open your way to other orders on credit.

Suppose, for instance, you ordered \$40 worth of goods on credit during October (besides your regular pre-paid order). Suppose you sell them within a few weeks and pay up your Larkin bill for them, you would, thereby, immediately have a fresh start on another \$40 credit. Some Secretaries during the last few seasons have "turned over" their \$40 credit two, three and four times during the fall season. With a month extra in which this \$40 credit is available, these Secretaries will probably secure for themselves a total of \$200 or more credit by paying up each \$40 promptly and starting anew on a fresh \$40 credit. Yet at no time will their Larkin credit exceed the maximum amount allowed of \$40.

Early Christmas Display

There is nothing like a display of Christmas goods to start selling in your community. October is none too early to begin. Now is the time to take a paper and pencil in hand and commence to jot down the articles you would like to have on display in your home for Christmas selling. If you had \$40 to spend for quick-selling Christmas goods in the Larkin Catalog which would you choose? Of course, there would be handkerchiefs and hosiery, Christmas postcards and some of those wonderful gifts from the color pages in the Larkin Catalog. It would probably include some per-

fumes and toilet articles. Then, there would be a selection of jewelry. And, naturally, you would have a goodly selection of toys and dolls. Undoubtedly, within even the very first month you could sell out your \$40 Christmas display, pay up your credit order and repeat it during November and December.

Taking Orders

And here's another way in which you can use this \$40 credit to advantage. Start out now taking orders among your Club members and neighbors. Sell from the illustrations in your Larkin Catalog. Go to your friends and tell them they can order just what they wish and pay for it either immediately upon delivery or the next pay day. Some of them will wish to order Christmas gifts. Others will wish to order dresses or other clothing. Again, there may be those in your neighborhood who would like to order a case of soap or other household supplies and pay at a convenient time. You ought to be able to sell easily and quickly \$40 worth of goods from the Product and Premium pages of your Catalog.

Indeed, an enterprising Secretary could do a whirlwind business in Christmas postcards alone with the helpful aid of \$40 credit. These remarkable values in postcards are illustrated in colors on page 53 of the Larkin Catalog and you can take orders directly from these pages.

Usual Rewards Given

Remember, Rewards are paid on

all credit orders at the time of remittance. As you pay up your credit orders the Coupons which you have earned will be sent you. This Larkin credit offer makes it possible for you to earn from \$10 to \$30 or \$40 in Larkin Coupons extra, according to the number of times that you are able to clean up the credit allowed you and start anew. The only necessity is that the entire amount that you have on credit be completely paid up by January 15, 1932.

What Fun to Spend Rewards

What an assurance of a glorious Christmas the opportunity of this Credit Offer brings you. The Rewards you earn will be a guarantee, indeed, that all the members of the family are remembered with gifts that make Christmas day a happy one. And what you do not get with your Rewards you may obtain through outright purchase by taking advantage of this Christmas Credit Offer. Pick out some of the Christmas gifts that you wish to give to the loved ones in your home. Keep these gifts in mind and then have the joy of earning them yourself by doing profitable Christmas business.

Use The Coupon Below

In sending in your Christmas Credit order use the Christmas Credit Coupon below. Remember that your first Credit order can be any size you wish to make it. If you want to start small and gradually increase that is your right. If you wish to place an order up to the full amount of the \$40 credit and have the advantage of the extra 30 days for selling it, by all means do so. Take advantage of Larkin Co's desire to give you every possible aid to make this a great Christmas season. Take advantage of our willingness to back you in a little business of your own!

CHRISTMAS CREDIT COUPON

Larkin Co. Inc.

I want to take advantage of your Christmas Credit Offer, which I understand is not to exceed \$40. I am enclosing an order, amounting to \$_____, which I request you to fill and ship to me on credit. I understand that the remittance for this order, in order to earn my Reward, must be made by January 15, 1932, and that my Reward on this order will be sent upon remittance.

Secretary's Name.....

St. and No.....

Post-Office..... State.....

“Just Like Finding Christmas Money”

MR. and Mrs. James Harding were engaged in one of their frequent discussions over the family budget. Somehow it seemed to both of them that these little nightly conferences were more frequent of late than ever. Added to the usual problem of the “butcher, baker, and the candlestick maker” was the serious fact that Christmas loomed on the horizon.

“It doesn’t look very much like Christmas in our house this year,” said Jim Harding. “‘Money makes the mare go’ as the old saying has it. And somehow the mare has been getting balkier and balkier all year long. So we might just as well get to an understanding early this fall and agree that there will be no Christmas in our house this year.”

“But life wouldn’t be worth living without Christmas,” pleaded the

rather dejected little wife. “What could we ever say to the children? I would almost rather go without food than go without Christmas.”

“I suppose that means that you would just as soon go without a roof over your head, or light, or heat, or insurance, or clothes, or any of the things that have to be met out of the weekly pay envelope,” said her husband rather scornfully.

“But seriously, Bess,” he went on more sympathetically, “Christmas means just as much to me as it does to you. I have figured and figured and the most that I can spare is \$10... and that not in a lump sum... just a few dollars now and then.”

Mrs. Harding’s eyes brightened. “I have an idea,” said she. “Will you give me \$2 now, \$2 next week, \$2 the week after, ‘til I have the \$10?” “Sure,” said her husband. Suiting the action to the word, he drew it from his pocket and handed her a bill. “Here are the first \$2,” said he. “Now little wonder worker do your utmost with them.”

The next morning, bright and early, Mrs. Harding rang the door bell of her neighbor across the street, Mrs. Brown. “I’ll take that place in your Christmas Club that you spoke about to me the other day, if it isn’t too late,” said she as Mrs. Brown cordially greeted her at the door. “You’re

just in the nick of time” said Mrs. Brown. “I need just one to complete my Club. I thought of a possible new member this morning and was just about to ‘phone her.” And so Mrs. Harding found herself included in a happy little group of five members of Mrs. Brown’s Club.

“I would like you to be at my house this afternoon,” said Mrs. Brown. “We are going to draw for the Premium turn. We plan to send in an order every week ‘til Christmas.”

“It doesn’t make so much difference when my turn comes,” said Mrs. Harding, “as long as I have all my presents by Christmas day. I am going to spend my \$2 each week for gifts and then later pick out just the Premium that I want for Jim, when my turn comes.”

“I’m curious,” said Mrs. Brown, “What’s the Premium you are planning for Jim?” “Well, other Christmases I have speculated a bit what to give him,” said Mrs. Harding with a laugh. “But this year it is no trick at all. The other day he was going through my Larkin Catalog and he came to that clever little magazine basket. You know Jim’s a great reader. We can only afford a few magazines but he simply devours them and



“Here are the first \$2!”



Mrs. Harding drew No. 2, much to her delight!

when he comes in and can't lay his hands on the latest magazines he just growls around 'til he finds them. When he ran across this little magazine basket, he said, 'There, that's the thing we need in our house. If I only had a magazine basket in which to keep the latest magazines they wouldn't be lost, strayed or stolen.' And you know, Mrs. Brown, he even noted the clever little handle. Said he: 'And look, Bess, it's got a handle, too. I can cart it around the house with me if I choose.' "

"Well, you are set," said Mrs. Brown. "If you have been as sure as that in picking Jim's present, perhaps you have in mind just the right present for the other members of your family and friends."

"Well," confessed Mrs. Harding, "I'll admit I did some tall looking last night. I have jotted down quite a few items. You know you can find wonderful gifts just among Larkin Products. You'll find as the Club goes along that my Product order each time adds just a little to my store of presents for Christmas day."

That afternoon when the Christmas Club met, the big thrill came when Mrs. Brown passed around hubby's hat with instructions to her four friends to each reach in and draw a number. Mrs. Harding drew No. 2, much to her delight. And she

eagerly longed to see the Christmas present that she had chosen for Jim.

Then she handed in Order No. 1 of her Club. All the members were eager to see what she had selected for her first \$2 expenditure.

"Listen, folks," said she. "Here's my first order in the Club. It's my presents for sister Mary. You know she just loves dainty things. I have chosen a cute little bottle of Aurole Perfume. She just loves its fragrance. That cost 60c with Premium. Then I picked out three pretty embroidered linen handkerchiefs in a gift box for her. They are No. 187 at 90c with Premium. Lastly, to tuck away with them in her handkerchief box, I am including a package of American Beauty Sachet at 50c with Premium. That scratches sister Mary off my list. Next week I will take care of brother Bill."

And so Mrs. Harding's four remaining orders were carefully chosen. Brother Bill received Bill Fold No.

6 and Tie No. 67; dear little daughter in the home, Toy Tea Set No. 355 and Purse and Handkerchief No. 132. For mother there was Hosiery Box No. 19, from the colored gift page. Even little wee baby Marjorie was remembered with the cutest little Baby Set No. 182, with its soft hair brush, soap box, powder box and comb.

In one of her orders she took advantage of the catalog special in a beautiful gift box, shown on the inside front cover of her book...a special which brought her \$3.25 value for \$2. In this special she saw gifts for several of her friends.

Then there were Christmas Cards No. 84 for others that she surely felt that she must remember. All this she did with the \$10 which Jim doled out to her \$2 at a time.

But the red letter day for her was the day that the magazine basket came for Jim. Carefully she stowed it away for Christmas day.

And on Christmas morning when all the gifts were distributed it was Jim who, after the first flush of his enthusiasm over his precious magazine basket, declared: "Well, belonging to a Larkin Christmas Club is just like finding Christmas money."



"Just like finding Christmas money!"

Quaint Spinning Wheel Lamp

*Yours with the first order
of an* **EXTRA CLUB** **59**
c



PICTURE this lovely Colonial lamp on your living-room table or perhaps giving a decorative touch to a hall or den. With what exclamation of pleasure and appreciation your friends would pause to admire it.

And remember this lamp is not a little novelty lamp. It is a generously sized, extremely handsome table lamp, 17 in. high, with base 9 in. x 7 in. The lamp itself is a real working model and a copy of an antique spinning wheel in wood, finished in walnut. The treadle operates the drive wheel and the belt turns the spindle.

Note how lamp is mounted on a beautiful, oval, walnut finished base. And just the ideal shade has been chosen... parchment with decorative figures reminiscent of the colonial period. It is indeed a lamp well worth starting an extra Club at once to possess.

Just add 59c to the remittance for the first order of your new Christmas Club, or any other new Club. Fill out Club Agreement Blank below, attach to order and mail.

ROLL OF CLUB MEMBERS

Larkin Co. Inc. I wish to take advantage of your Special Extra Reward Offer for the prompt organization of an Extra Club. (Check in the square the Extra Reward you prefer.)

Please send me my Lamp No. 2189.

Instead of the Lamp, please send me \$2 in Larkin Coupons.

Member No. 1.....

Address

Member No. 2.....

Address

Member No. 3.....

Address

Member No. 4.....

Address

Member No. 5.....

Address ..
L. I. Club

SECRETARY

ADDRESS

Member No. 6.....

Address

Member No. 7.....

Address

Member No. 8.....

Address

Member No. 9.....

Address

Member No. 10.....

Address

Dear Club Secretary:

Keep this page! It shows how you and your Club Members can make **\$1 do the work of \$2** by purchasing through the Larkin Club Plan.

We have shown here what might be considered the first five orders of your Club. Each order costs the same price or less than you would pay at the local store. Yet, Larkin Co gives you **in addition** an equal amount in Larkin Coupons and these Coupons may be returned at any time for Larkin merchandise at "with Premium" prices.

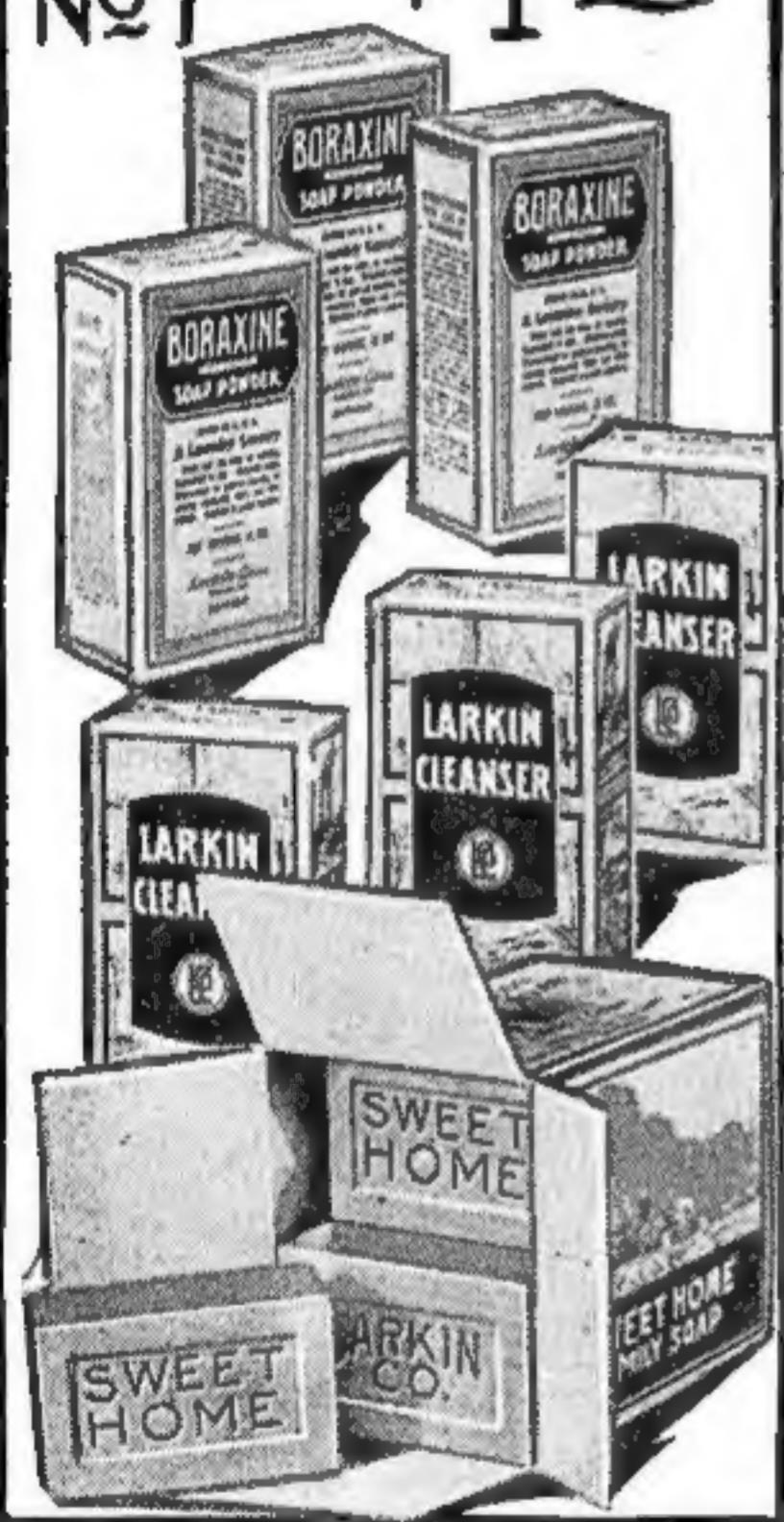
Thus, your \$1 buys **twice as much** the Larkin way. At the local store you get only one order of goods and **nothing** in addition.

Yours for More Club Business,

Larkin Co Inc.

AT THE STORES
YOUR \$1.15
BUYS
Similar Products
BUT you
get **nothing**
in addition

ORDER NO. 1
\$1.03



ORDER NO. 3
\$1.05



Sample Club Members' Order No. 5

| | Larkin "with Prem." Price | Store Price |
|-------------------------|------------------------------|----------------|
| 1 Water Softener | \$.20 | \$.17 |
| 1 Dry Clean-It | .50 | .55 |
| 5 bars Old English Soap | .40 | .43 |
| TOTAL | \$1.10 | \$1.15 |



Announcing the

NEW Larcophonic



« FEATURES »

1. Amazing realism of tone with a quality, richness and clarity unequalled by most Radios.
2. Will bring in programs satisfactorily from as great a distance as practically any receiver made, regardless of price.
3. Keenly selective. Easily cuts through local station interference.
4. All the volume you can possibly use, even on distant stations.
5. Seven tubes; four screen grid, including the new Variable-Mu R. F. and Pentode output tubes. This latest improvement in tube design gives new thrills to radio reception by decreasing distortion, cross-talk, hum and receiver noise, improving the range of volume control and increasing selectivity.
6. Super-heterodyne circuit, preceded by band-pass filter or pre-selector and tuned R. F. stage, eliminating harmonics, cross-talk and interference.
7. A 224-type first detector, oscillator, two stages of intermediate R. F., and a second detector feeding a type 247 Pentode output tube.
8. Large Super-dynamic Magnavox speaker.
9. Tuning range from 1500 to 550 kilocycles on illuminated, full-vision, single-control dial.
10. Combined switch and tone-control and static modulator.
11. Smoothly-operating balanced bias volume control.
12. Self-regulating voltage control, operating on any standard 100- to 130-volt, 25 or 60 cycle, alternating current lighting circuit.
13. Cabinet of fine design, construction and finish that will match the most expensive furniture.
14. Will work on any aerial.
15. Priced to offer the greatest value on the market.

Variable-Mu
and Pentode

Super-heterodyne RADIO

Its Astounding Performance Sets New Standards in Radio

PERFECT RECEPTION . . . TRUE-TO-LIFE TONE . . . PHENOMENAL DISTANCE . . . RAZOR-EDGE SELECTIVITY . . . GREATER POWER . . . In short, performance in every particular that out-classes many larger sets selling for three and four times as much—that is the appeal of the NEW Larcophonic. It represents the very ultimate in radio today! Comparison, feature for feature, will prove that you cannot buy a more advanced design, greater value or finer performance at anywhere near its price.

Illustrated is the mantel-type, now so popular because it can be placed just where you want it—on the shelf, desk or table. The NEW Larcophonic is also made in a smart Consolette model, sold on easy payments for only \$67.49. Both are fully described in our new radio circular, which is yours on request. Send for it!

Every essential feature of the latest and finest instruments on the market is built into the NEW Larcophonic. It represents the very last degree of perfection that the skill of our radio engineers can produce. And it is complete with tubes. Bear this in mind when comparing its price with any other set. It is sold, of course, under the Larkin Guarantee of complete satisfaction. Use Order Blank on pages 215 and 216 of the Larkin Catalog. (Specify cycle when ordering.) On all payments, Larkin Secretaries receive their regular Reward. Shipping weight 47 lbs.

**No. 88—Complete \$59.67
with 7 Tubes.**

Easy-Payment Price
\$6.00 Down—\$6.00 a Month





Just ask Mrs. Margaret Olmstead, Larkin Secretary of Michigan and her two youngsters, Eleanor and Dale, if they believe there is a Larkin Santa Claus!

I Give Credit to My Larkin Catalog

by Mrs. Margaret Olmstead
of Michigan

I have celebrated my twenty-fifth anniversary of dealing with the Larkin Co and for over eighteen years have been a Secretary. It would take pages and hours to mention the beautiful and useful Premiums I have received and the enjoyment my two grown children have had from their Larkin toys when they were youngsters.

Larkin Idea Very Interesting

The day I received my Larkin Idea happened to be ironing day. However, I stopped my work and sat down to read the magazine. I came across the article telling about Christmas Clubs, which interested me very much. The thought came to me that I had heard when a child "If

Your Larkin Xmas Club Makes You Santa Claus' Partner

At least that's the way the two Secretaries whose letters are printed on this page must feel about it. Read how delighted they were over their Christmas Club success.

work interferes with your pleasure, stop the work." As I always considered it a pleasure to talk Larkin, I just laid my ironing away and started out that afternoon with my Larkin Catalog, so full of Christmas gifts.

I made one call and had one member; called one on the 'phone and had another. Then I passed the book to my brother, who is a widower, and showed him the things he could get for his two dollars.

He looked through the catalog saying that he was in need of so many things that he saw in the product section and he joined, too.

I have a very good Club member in my Club-of-10, who only had to be asked and she joined. With my share in the Club it was complete.

Easy to Organize Club

It was no work at all to organize this Club-of-5. I have always tried to practice the Golden Rule with my Club members. And with Larkin Co's guarantee of satisfaction or money refunded, I have never had a dissatisfied member. I feel Larkin Co is the "gateway to opportunity" for every housewife with children to clothe and educate.

As for myself, I am always entirely satisfied with everything I receive from Larkin Co.

I am looking forward to many more Merry Christmases made so with the help of Larkin Co.

Samples Bring in the Orders

by
Mrs. A. B. Crofutt
of Pennsylvania

LAST year I started a Christmas Club of five members, but before Christmas eight were sending for Christmas goods. All thought the dolls were lovely for the price, also other toys and books.

I bought one box of almost every kind of stationery. In this way I received many an order just by having the sample to show. Whenever I called on any of my friends I took with me a piece of hand-painted china. My sales for this were very pleasing, too.

Many of my Club members have told me how delighted the children were with the little cakes and cookies trimmed with the Pure Food Colors they purchased from me and how lovely it helped to make their Christmas table look.

Gifts for Men, Too

One lady told me that she bought presents from me for the men folks with the least worry she has ever had. She bought socks, a shaving stand, fountain pens, neckties and she also wanted garters, but wanted them in a pretty box. I always try to accommodate my customers, so I located a pretty box and wrapped it attractively for her.

She was more than delighted with the package and wanted me to wrap another gift box for her. In this box she wanted me to include a shaving brush, a bottle of bay rum and a tube of Larkin shaving cream. That gave me an idea! Later on I arranged toilet preparations for ladies in attractive boxes. These sold very well for gifts.

I could write a book, but I will close now, wishing all the Larkin Secretaries a jolly Larkin Christmas and the Larkin Co the happiest they have ever had.

A Bargain of Bargains in Wool-Mixed (Single) Blanket

YOU'LL look long before you'll find a blanket investment to equal this one . . . a big, fluffy, wool-mixed blanket in a pleasing color combination (even the realistic picture on the back cover doesn't do it justice!)

We asked a big national manufacturer to sharpen his pencil and whittle his price at the same time. And he proved that he meant business by giving us a value that we could pass on to you . . . and you in turn could pass on to your Club members and customers.

Happy the possessor of one of these snugly warm blankets when the harvest moon peeps in the window on crisp fall nights. Still happier the individual who when there's a blanket of snow on the ground has a wool-mixed blanket like this one to shut out winter's chill and cold.

Folks Will Like the Price

One of these blankets at \$1.69 is a grand investment. Two of them at \$3.38 is an even better one. Furthermore, while in a pair of these blankets you have all the advantage of a double blanket, yet in purchasing them singly you have two blankets to use on different beds should the occasion require.

Moreover, you probably have a number of folks among your friends and neighbors who feel that they have just so much cash that they can spare for a blanket right now. You probably can book their order for one of these single blankets at once. Then when they see the amazing value represented, they will be quick to place an order for another blanket. As a matter of fact, if you order a blanket or two for yourself, you'll earn enough Rewards simply by the sales through display to your friends, to make such new blankets cost you nothing.



**WOOL
MIXED
(SINGLE)**

Blanket
No. 8665

Until November 10, 1931 you and your friends may purchase one of these wool-mixed single blankets for \$1.69 each. After that there will be resumed the regular offer With \$5 Purchase or Coupons, or \$2.50 cash. A word to the wise is sufficient!

Wool-Mixed Blanket

A splendid wool-mixed single Blanket . . . part wool for warmth and part cotton for wear. Easy to launder. Size, 70 x 80 in. Offered in choice of Green-with-Rose, Green-with-Helio or Rose-with-Green. Mfg. wt. 2 3/4 lbs.

8665M9 8665M4 8665M8
Green-with-Rose Green-with-Helio Rose-with-Green

Larkin Co. Inc.

Good Until Nov. 10, 1931

I am sending herewith my regular Secretary's order, and an order for:

..... Blanket No. 8665M9 (Green-with-Rose), at \$1.69 each, cash price,
..... Blanket No. 8665M4 (Green-with-Helio), at \$1.69 each, cash price,
..... Blanket No. 8665M8 (Rose-with-Green), at \$1.69 each, cash price,

for which I enclose in addition \$.....

(I understand I will receive the regular Reward on this order.)

Name.....

St. & No.

P. O. State.
1031 L. I. Blanket Special

FASHION • NEWS.



THE new fall styles—the styles that partially revert to the second empire! Aren't they intriguing? A bit old-fashioned perhaps, but subtly so and with a quiet dignity and charming originality that is sweetly feminine.

We do not favor the fly-by-night, exaggerated details but have combined the most important and practical, fashioning them into beautiful frocks that will be good throughout the entire season.

There's the beautiful black satin, so lovely for "dress".

For business, shopping and all street wear, the diagonal-weave wool hits the high spot. Without bragging, we can honestly say that, regardless of price, it would be difficult to surpass it in style or value.

Prints, too, are still very fashionable—travel tweeds like the one at the right. Don't you adore it?

"Watch the top" is the caution this fall! It is by the waist you can tell the newness of a frock.

You'll notice waistlines are still where they rightfully belong, hips are snug, there's fulness below the knees and lengths remain comfortably becoming.

In all, the new fall styles presented here are so altogether wearable you'll thoroughly enjoy them.

Edna J. Long

frocks...in harm

BROADER SHOULDERS....

SMA



BLACK

and

WHITE

strikes
a

high note

CASH PRICE

\$ 5.95

CREPE-BACK SATIN

No. 400 The picture shows how perfectly stunning this lovely dress is but when you see how expertly it is made and how exquisite the material is, you will indeed marvel at the low price of \$5.95.

It is an exceptionally fine, soft Crepe-back Satin that positively will not get rusty-looking and has a beautiful sheen. The white (an off tint bordering on eggshell) collar of Flat Crepe is not only one of the most flattering, new shapes but is made double, as are the deep gauntlet cuffs that fasten tight at the wrist with two snaps and are lightly tacked at the top to prevent "flopping".

The front, too, is open part way and so beautifully finished the opening is invisible. The small buttons are covered with materials of the dress—a black rim with white center. What a charming, sensible trim!

All in all, this is one of season's prettiest dresses as well as one of its biggest values. Mailing weight 8 oz.

Black only
Sizes: 14, 16, 18 years,
also 38, 40, 42 and 44.

FOR CONVEN

Join with the new fall Styles!

ALL WAISTLINES.... BELOW - THE - KNEE FULNESS....

FOR LESS THAN \$16

You Can Get
All Three
A COMPLETE WARDROBE



CASH PRICE
\$495

The New Diagonal All-Wool Crepe

No. 399 Light-weight wools are so much in vogue the woman who hasn't at least one in her wardrobe is assuredly "out of it". Of all, the diagonal weave is the leader. This particular diagonal is a wonderfully-firm soft All-Wool Crepe that is so very handsome we've added nothing but a few flat, metal buttons for trimming. Isn't it smart?

The shoulder-wide reveres are one of the very newest features. They're made double and the neckline has a deep facing of the crepe, a few tucks in back give comfortable width across the shoulders.

Seaming outlines the intricate styling of skirt, with its fashionable godets, in the latest mode.

Here's a dress you'll get a great deal of comfort from; it is styled right and feather-light. Comes in a beautiful African-Brown or Navy-Blue. Mailing weight 8 oz.

Choice of:
Brown or Navy-Blue

Sizes:
**14, 16 and 18 years,
also 38, 40, 42 and 44.**

CASH PRICE
\$495

Choice of: **Brown or Green**
**Sizes: 14, 16, 18 years,
also 38, 40, 42 and 44.**

Exquisite Sassa Crepe

(PRONOUNCED 'SASSA')

No. 398 Sassa Crepe—the practically-non-wrinkle crepe that many cannot distinguish from the popular silk-and-wool travel tweeds.

The prettiest of all patterns and universally becoming—white design with ground in choice of Hunters-Green or Tobacco-Brown—two of the leading colors.

Godets in the skirt furnish that ultra-smart, below-the-knee fulness; ideal for business, travel, shopping and all street wear.

Its real attention-getter, as with all models this season, is the top—notice the neck is finished in yoke effect and flaunts a big, two-tone bow of soft crepe de chine that is gloriously youthful and lovely.

Except for the seaming which outlines the skirt yoke, the back is perfectly plain.

Mailing weight 8 oz.

SEE THE SPECIAL ORDER
BLANK ON PAGE 24

ENCE IN ORDERING



Mrs. Wm. Ruth

Planning My Xmas Business

By Mrs. Wm. Ruth
of Pennsylvania

Editor's Note: Here are messages from two Blue Star Secretaries. They speak with authority because of their success. Profit by their experience! Mrs. Ruth's picture appears above. Mrs. Miller's was shown among the group of happy prize winners in last month's Larkin Idea. Larkin Secretaries will find in their shining example the path to stardom. And what time better to move forward into the select class than during the days when Christmas selling makes it easy?

I WONDER how many Secretaries have already made their plans for their Christmas Sales. I started my plans the day I received my new

catalog. Who could resist, with so many pretty and useful things to select from?

There are just a few more months until Christmas. My first order for Christmas cards, paper, seals and cord has just gone out...not a day too soon. Last year I sold more than half of my Christmas cards, etc. in the month of September.

"Get an Early Start" is my motto. I am already telling my friends to spread the news that I will again have a Larkin Gift Shop, which brought me so much pleasure and also made me Santa No. 5 in the Mrs. Santa Claus Contest.

About My Gift Shop

Perhaps you wonder what my Gift Shop was like. I will try and tell you. We moved all the furniture out of my living room and Mr. Ruth put up tables three feet wide around the room; above some of the tables he put shelves. I covered the tables with green crepe paper and put red paper around the shelves and tables.

On the shelves I put the doll family, sets of books, and the fancy gifts. Under the tables the large toys, wagons, scooters, sleds, etc., were placed. There was a table for toys and games. One table held the "gifts for men." Another table held suggestions for "mother, wife or sister." Then there was one big table filled with fancy things such as cut glass, china, dresser sets, etc.

Room No. 2 had three more tables with all kinds of blankets, spreads and linens. On to the dining room...the buffet was just stacked with all kinds of candy. The table was piled with all

kinds of garments. There were racks of dresses and other apparel; another table held the cards, paper, seals, cord, etc., where the customers could fix up their gifts if they wished.

I had sent out circulars announcing the opening of my Gift Shop on November 12. Eight o'clock in the morning brought my first customer and eleven o'clock at night my last customer left. I had sold and taken orders for \$109 worth of goods. I was tired but a well pleased Secretary.

A Great Source of Pleasure

Can you realize how much pleasure it was to help some busy mother or father plan and select their gifts for their family? Many a child came telling me how much they could spend and asked me to help them choose. What could please one more than to see how satisfied and pleased they were?

One little tot came in, looked over the toys, turned to her mother and said: "Is Missy Ruth really Santa Claus' helper now?" I had to write her a little letter to Santa. She told her friends what I had done and many a letter was left for me to send to Santa. I don't think I could plan any work that would give me more pleasure than a Larkin' Gift Shop.

I had my shop open until Christmas, but my stock that was left was all on one small table in the dining room. My sales averaged \$45 a day during the six weeks.

I have planned another Gift Shop and will have my opening on the tenth of November. It would give me a great deal of pleasure to hear from more Secretaries who have opened gift shops.

Christmas—My Best Selling Time

By Mrs. Benj. H. Miller, Indiana

I LOOK forward to Christmas as one of my best selling times. First, I order what I think will sell best in my territory. While this order is on the way, I get busy and decorate my room. Then when the order arrives I arrange it very attractively so as to give plenty of Christmas atmosphere. When customers come in and see

the attractiveness of the display, it gives them the Christmas spirit and they simply cannot resist the temptation to start their Christmas shopping. Before they leave they usually select at least one gift.

They then tell their friends what a lovely gift they purchased at such an amazingly low price at my home and

that they are planning to do the remainder of their Christmas shopping through me. The customer's friends are usually interested and exclaim "I certainly will visit your friend's home first of all, before doing any of my Christmas shopping." Once these friends see my selection, they do not leave without purchasing something.

- and NOW —
MORE PIECES - MORE VALUE -
than Ever / before!

a 26-PIECE SET
Given
 WITH
 EVERY **FIRST PANTRY!**

LET a PANTRY help you with your household expenses.

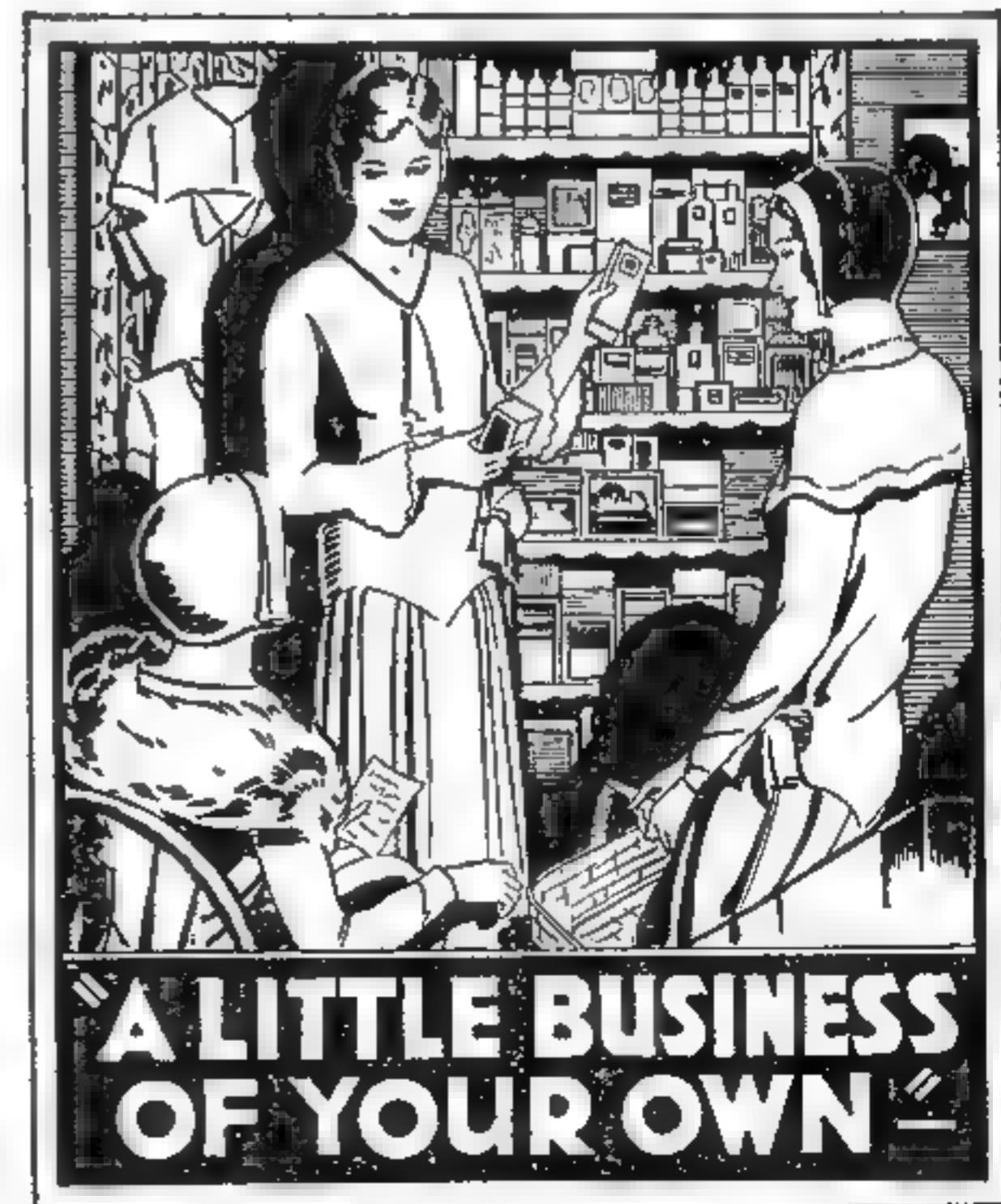
LET a PANTRY help you provide for a Merry Christmas.

LET a PANTRY help you start a little business of your own.

LET a PANTRY help you to be a leader in your community.

LET a PANTRY bring you free the set of Silverware pictured on this page. (This Silverware offer is good until October 31.)

THE CLUB AND THE PANTRY GO HAND IN HAND.



YOU AND YOUR CLUB CAN NOW ENJOY THE OF CASE-LOT PRICES!

Divide a case of glorious Hawaiian Pineapple with your Club Members — help them replenish their stock of Orange Pekoe Tea, also the best Ketchup you've ever tasted — help them save money and increase your own Rewards.

| | Half Price |
|--------------------------------|--|
| Sliced Pineapple | 1 case 24 No. 2½ cans, Shpg. wt. 60 lbs. \$5.30 |
| Orange Pekoe Tea | 1 case 12 ½-lb. pkgs., Shpg. wt. 7 lbs. 2.25 6 oz. |
| Larkin Ketchup | 1 case 24 14-oz. btls., Shpg. wt. 45 lbs. 3.95 |
| Larkin Jell | 1 case 24 3¾-oz. pkgs., Shpg. wt. 6 lbs. 1.50 9 oz. |
| Larkin Egg Noodles | 1 case 20 8-oz. pkgs., Shpg. wt. 12 lbs. 1.90 |
| River Brand Rice | 1 case 40 12-oz. pkgs., Shpg. wt. 35 lbs. 2.80 |
| Extra-Standard Tomatoes | 1 case 24 No. 2 cans, Shpg. wt. 35 lbs. 2.10 (Reduced from \$2.70) |
| Fancy Golden Bantam Corn, Flag | 1 case 24 No. 2 cans, Shpg. wt. 38 lbs. 3.60 |
| Larkin Fancy Telephone Peas | 1 case 24 No. 2 cans, Shpg. wt. 40 lbs. 3.70 |
| Larkin Granulated Tapioca | 1 case 34 12-oz. pkgs., Shpg. wt. 28½ lbs. 4.30 |
| Clothes Pins No. 112 | 1 case 24 pkgs., (5 doz. to the pkg.) Shpg. wt. 29¼ lbs. 3.50 |
| Brooms No. 210 | Set of 3, Shpg. wt. 7 lbs. 1.50 |

Case-Lots Only at These Prices!

"These Case-Lot items offer Secretaries a wonderful opportunity to help their members save money," said The Larkin Idea Editor.



MEMBERS SAVINGS

Hints for Your Christmas Display

A LARKIN Christmas display is the finest kind of way for any Larkin Secretary to add to the home earnings. And in these days that's what every wife and mother who wants to be a real partner in the home is eager to do.

Choosing ideal gifts from the Products and Premiums in the Larkin Catalog is an easy task. Thousands of Secretaries have found that the Larkin goods they offer at Christmas time make a real hit in the community. It's a frequent occurrence that the Secretary cleans up her selections anywhere from a week to ten days before Christmas and wishes that she had ordered more extensively. Friends besiege her door asking her to help them with gifts and she has nothing left to offer them.

Select Fast-Selling Items

Of course, every Secretary likes to order fast-selling items. There are certain things that she has come to look upon as a sure bet, such as handkerchiefs, hosiery, Christmas cards, stationery, men's neckware, jewelry, candy, toilet preparations, apparel, especially lingerie and toys.

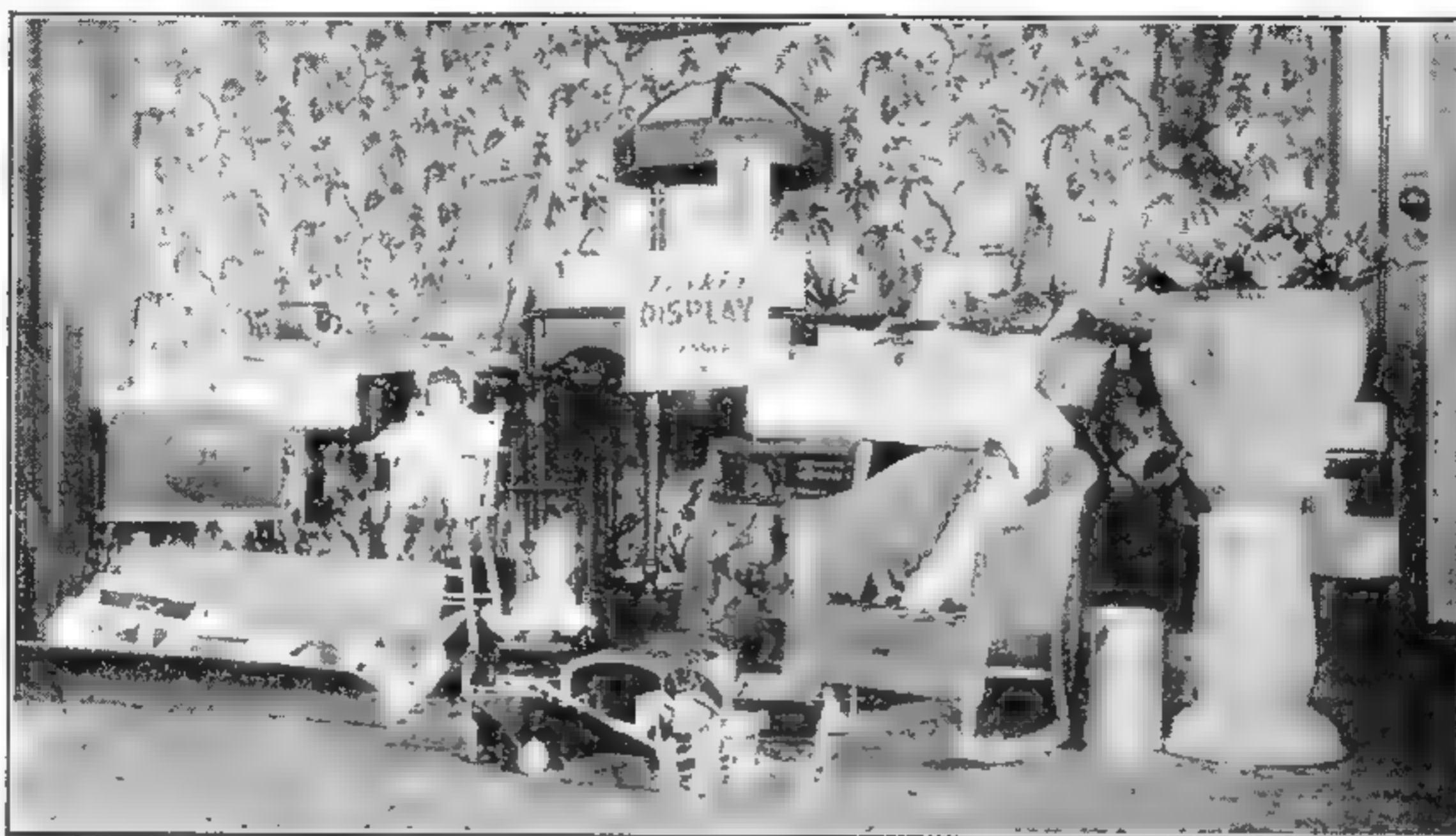
The toy pages of the Larkin Catalog are particularly helpful to the Secretary who wishes a Christmas display. The extensive offerings of toys, all with a \$2 purchase of Products or Coupons, shown on pages 114 and 115, will enable you to make quite a varied choice with very little investment. And, of course, besides these selections you will wish a group of dolls at varied prices to suit the pocketbooks of loving mothers.

If the Christmas display is started early, you will quickly see what folks want. Thus your first selection might well be only one or two of a given number, unless previous experience has shown that particular item as a

rapid seller. Just as soon as you find a group of articles that apparently are greatly admired, it would be wise to order a restock immediately without waiting, because you have sure and

await Christmas day. One day one of her relatives from a distance came to see her. In discussing gifts she showed her this gift she had purchased at the Secretary's display. This relative went home and told her family about the article.

As Christmas approached, the mother in the home decided that she wanted one of those articles for a Christmas gift. And so the family drove in to view this Secretary's Christmas display. Thus just by word of mouth a customer was secured over thirty miles away.



Christmas Display of Mrs. Cassie Redfern of New York

certain signs that you have in such items popular gifts.

You will wish to postpone any advertising that you might wish to do until a later date. But relatives, friends and neighbors are visiting your home during October days and a Christmas display set up in a convenient room will be of great interest to them. They will go out and do a lot of valuable personal advertising for you, which will prove a genuine aid, indeed, as Christmas approaches.

Perhaps this Experience May Be Yours

Sometime ago we heard of a very interesting case of how rapidly news spreads. A Larkin Secretary put in a very neat little display of Larkin goods. Her friends were quite interested. One morning she was surprised by a call from a group who had traveled over thirty miles in order to see her display. The entire family was in the car and when they left her home after shopping she was amazed at the amount of money they had spent with her. Altogether they had bought over \$10 worth of goods.

The interesting thing, however, was how this particular family had heard of her display. A friend had purchased a Christmas gift from her, had taken it home and laid it away to

Remember the Credit Offer

Larkin Company's faith in you and your ability to sell is proved by the wonderful Credit Offer in this issue of The Larkin Idea. Our very knowledge of the popularity of Larkin goods, added to our knowledge of the experience of thousands of Secretaries, is the real reason for this Credit Offer. Your enthusiasm will do the rest. And what fun it is to sell the goods, to please your friends with your values and to earn rewards for yourself.

Advertising Helps

Along about the first of November, it might be well to run a little display ad in your paper, if you are living in a small city or town. Oftentimes you can get the editor to give you a nice little write-up as well. Whether it is an ad in display type inviting folks to your Christmas display or a little ad carried each week in the classified column, you will find that it reaches far more people than you anticipated. But above all, be sure to advertise by telephone, by visit and by the request to your friends and neighbors to spread the word far and wide that you have a Larkin Christmas display of wonderful gifts.



EXTRA-HEAVY "AL-LON" MATTRESS COVER NO. 64

Marvelous value in a mattress cover of extra-heavy, finely woven sheeting. Unbreakable rubber buttons; washable. Fits 4 ft. 6 in. mattress. This cover of the well-known "Al-lon" make usually retails at \$1.29 to \$1.39.

89¢
Special
Cash Price

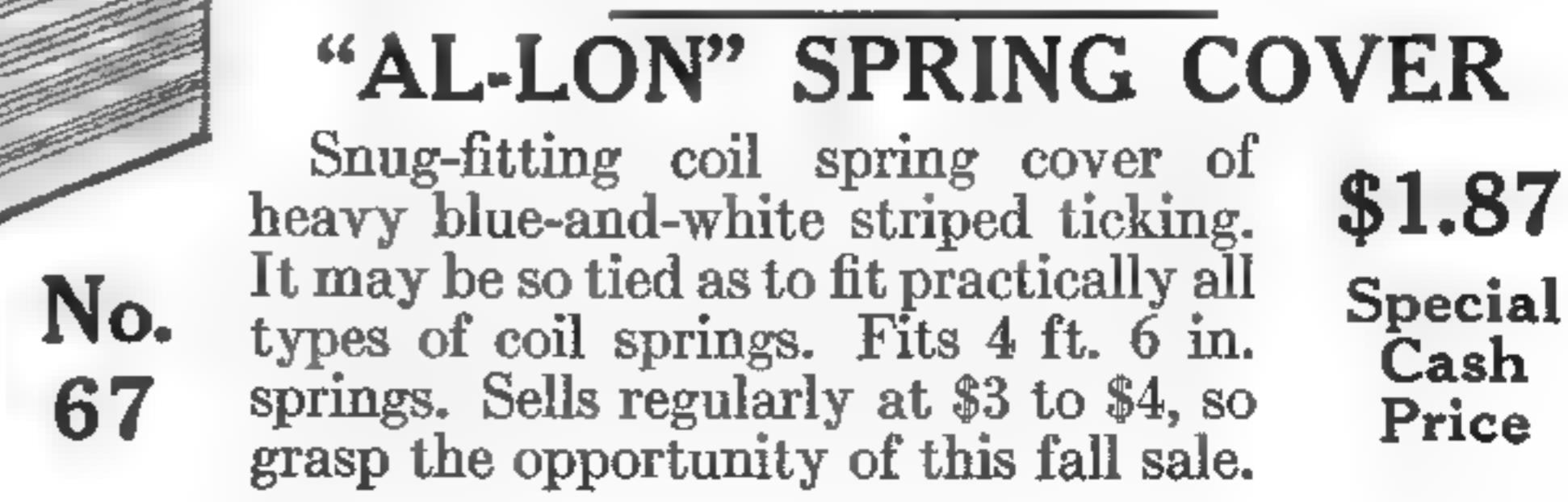


No.
67

HEAVY STRIPED "AL-LON" MATTRESS COVER NO. 66

Save 40% on this splendid, durable "Al-lon" striped mattress cover. It's full size, made of extra-heavy sheeting with rubber, unbreakable buttons. Material is washable. Fits 4 ft. 6 in. mattress. It usually sells at around \$1.59.

95¢
Special
Cash
Price



"AL-LON" SPRING COVER

Snug-fitting coil spring cover of heavy blue-and-white striped ticking. It may be so tied as to fit practically all types of coil springs. Fits 4 ft. 6 in. springs. Sells regularly at \$3 to \$4, so grasp the opportunity of this fall sale.

\$1.87
Special
Cash
Price

of MANUFACTURER'S Specials!



ALL
ITEMS
ON
THESE PAGES
ARE THE
FAMOUS
"AL-
LON"
MAKE

WHITE DUCK LAUNDRY BAG NO. 25

Here's a bargain in a sturdy laundry bag of extra-heavy, washable, white duck. Firmly bound and equipped with strong draw-string. 32 in. long and 22 in. wide. Usual retail price is 59c.

Special
Cash Price
37c

L ARKIN Co is delighted to act as a "go-between" in this great manufacturer's sale. The famous "Al-lon" Company, alert to conditions, seized the opportunity of the low market and of low manufacturing costs. They contracted for about six million yards of various materials. Knowing our eagerness to pass on to our customers every possible penny of saving, they presented to us this rare opportunity.

You save anywhere from $33\frac{1}{3}\%$ to 40% or more on this tremendous sale of mattress covers, spring covers, ironing board pad and cover, and laundry bags.

Act at once! Just write your order in the Product space on page 1 of the Larkin order blank, or use a plain piece of paper.

CRETONNE LAUNDRY BAG NO. 26

24c
CASH

This pretty bag of cretonne comes in assorted colors and designs. 30 in. long and 22 in. wide. Well made with extra-good quality draw string. Similar bag offered in our catalog regularly at 80c with Premium.

24c
Special
Cash Price

The Larkin Idea

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BY LARKIN CO INC.

A Monthly Magazine for Larkin Secretaries.
Mailed Free

Larkin Co Inc.

ESTABLISHED 1875

BUFFALO, N. Y.

PEORIA, ILL.

PHILADELPHIA, PA

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LARKIN CO OF ILLINOIS

VOL. XXVII OCTOBER, 1931 No. 10

"Christmas Clubs!" Those two words sum up the thought in the mind of every Larkin Secretary these days!



Why not, when a Christmas Club is the royal road, the easy road, for a happy little group to a Merry Christmas?



Call a little family conference about Christmas. Get hubby, mother, brother, sister, the aunts and uncles and the cousins. Read them the little story in the Larkin Idea this month "Just Like Finding Christmas Money."



You will probably find that even without stirring out of the house you have two or three members of the family who will be with you the minute you mention a Larkin Christmas Club.



Think of it! Just like Mrs. Harding in the story, each one of you picks out \$2 worth of Products. You group the orders and send them in with \$10 to pay for them. And one of your

number picks out a Premium offered with a \$10 purchase. A week or two later, another has the Premium turn, while each of you purchases another \$2 worth of Products. And so on throughout the five orders.



And what presents you can find among Larkin Products. It's the easiest thing in the world to choose \$10 worth of gifts right from the Product pages. Best of all, you can do it just \$2 at a time.



And remember, each one of you, for your \$10 will receive anywhere from \$15 to \$18 worth of value, depending on just what you select. Moreover, the gifts will be new, novel presents . . . merchandise not at all likely to be on display in your own home town.

The manager of the big organization that did the photographic work declared the minute his eyes lit upon it, "I must have one of those lamps." The editor pleaded that he must carry the lamp back to Buffalo with him. "No," said this man, who had all the lamps in New York City from which to choose, "I must have that very lamp. You will never take it back to Buffalo with you."



Of course, anyone buying the lamp outright would have to pay \$5 in Larkin Coupons for it or \$2.50 in cash. Hundreds of Secretaries have vowed, however, that it is to be theirs for only 59c. How? Why, just by starting a little Christmas Club of 5.



October Weather
*The fields have a glory of harvest-tide
story,
The breezes are singing so gay,
The trees all are flaming, a message
proclaiming,
October is with us today!
Why work is a pleasure, it seems just
like leisure,
And pep day by day never fails,
To myself I am saying, an impulse
obeying,
"Now watch me just double my sales!"*
—LOUELLA LEONARD

Then, too, there's the Reward that you earn. Surely that's not to be overlooked. Your own folks and your best friends will be twice as eager to join the Club when they know that for the courtesy you show them and the trouble you take you are going to get something nice for your very own self.



Never has Larkin Co given an Extra Reward Offer that has been more eagerly sought than the Spinning Wheel Lamp. Everyone who sees it wants one. The editor of the Larkin Idea had an amusing experience last week when he carried it into a New York photographic studio to be photographed for the Larkin Idea.

Do we need to call your attention to the Christmas Credit Offer? Certainly, the editor does not have to emphasize this opportunity to the Secretary of lively imagination. She can see how she can use that \$40 not just once but several times over from now 'til Christmas. If she has that "stick to it" spirit, she will have her goods in this October, sell them out, pay up the credit and start anew. Even if she does it just once in October, once in November and once in December, that would mean \$120 worth of sales and \$30 in Larkin Coupons for her.

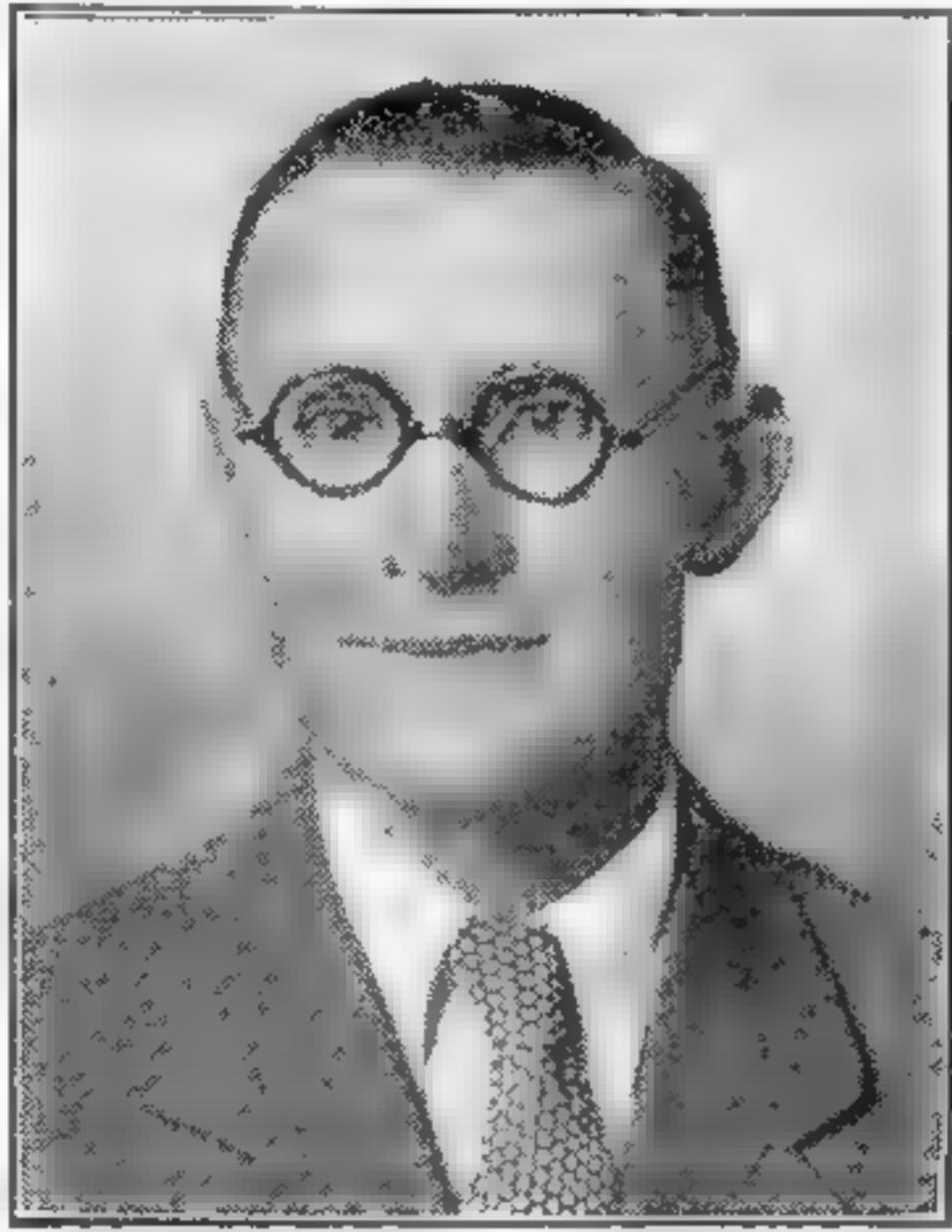


What would any woman do with \$30 in Larkin Coupons? Well, just ask her. Even the one who is slow in imagining her ability to sell would not be slow in thinking of things she could get with that amount in Coupons. Spiffy new curtains, sparkling new glassware, shiny new silverware and smart new clothes! Dolls for the girls! Electric trains for the boys! And all that host of wonderful things from cover to cover in the new Larkin book.

Do Your Christmas Shopping Early!

by Mr. Rodolphe Dostie
of Maine

As a Secretary of the Larkin Company, my first bit of advice to Larkin customers is "Do Your Christmas Shopping Early!" This advice is as helpful to the customer as to the company. The old saying "The early bird gets the worm" hits the nail right on the head! Those who want the choicest of the Christmas offerings must be at the head of the line. Those who want their gifts on time must order ahead of time, for although Larkin Company has a quick, efficient staff, transportation companies have a part to play also.



MR. RODOLPHE DOSTIE
of Maine

Why don't we all start *right now* and organize our Larkin Christmas Club. Half the fun of Christmas is planning ahead, and with the enticing offers in the new catalog, it should be more of a pleasure this year than ever. Don't go through the last minute worries that you had last year, wondering what you were going to buy and whether it was going to arrive on time.

Start planning now, order your gifts early, rejoice at the marvelous values, and enjoy a Very Merry Christmas!

Larkin Xmas Club Easily Started!

by Mrs. Chas. H. Williams
of Pennsylvania

I WOULD like to tell you how easily I obtained members for another Christmas Club.

A friend of mine had always promised to join a Larkin Club, but it seemed she never joined. I met her one afternoon and again asked her about joining. She exclaimed "Oh, Christmas will soon be here and it will take all my money for gifts." I told her that joining a Larkin Christmas Club was the very thing for her to do. After explaining the Club Plan to her for about ten minutes, she joined my Club, in order to obtain her Christmas gifts.

Another woman who agreed to join my Christmas Club had been trying

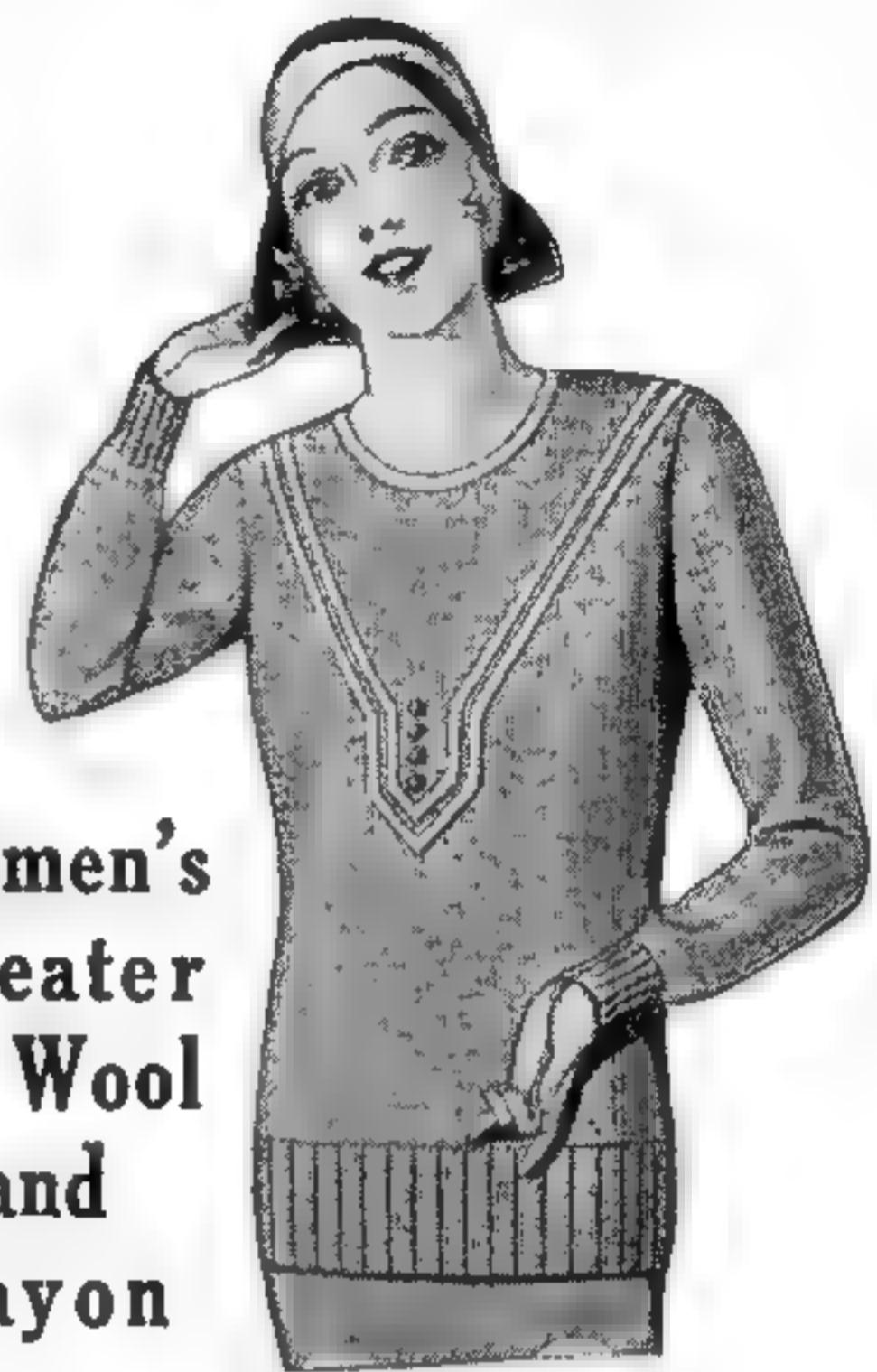
everywhere to get a broadcloth coat, but had failed and decided to go to some other town. I showed her how, by purchasing her Christmas gifts through Larkin Co she could save carfare and the worry of shopping in crowded stores. Upon looking through the catalog she soon found a coat she liked very much. Thus she took a share in my Club.

I visited two young married women. They were glad to join after hearing about the good old Larkin Plan. With my share in the Club it was complete.

I love my work as a Larkin Secretary and treat my Club members all alike, trying to please everyone, no matter what trouble it causes me.

Start Your Xmas Club Now!

Fetching Sweaters for Fall Days



Women's
Sweater
of Wool
and
Rayon

YOU couldn't help liking this jaunty sweater of wool and rayon with the new fashionable details. You'll like its style. You'll like its color, too . . . a soft beautiful shade of rose. The clever yoke-effect trimming is right up to the minute, adding greatly to its trim becomingness. Mfg. wt. 11 oz.

4621 Sizes: 36, 38, 40, 42 and 44.

With \$6 Purchase
or Coupons



Girls'
Sweater
of
100%
Wool
Wor-
sted

HERE'S a sweater that has every detail that the modern young miss likes. Note the fashionable wool-braid yoke-trim, the fine rib-knit stitch and the popular pull-over style. And best of all, this sweater is of fine 100% Wool Worsted, French-spun yarn.

4208 Colors: Tan or Copenhagen

Sizes: 28, 30, 32, 34

With \$5 Purchase
or Coupons



All-Worsted Sweater in Pull-Over Style

CALL the attention of the men of your household to this great value in a fine all-worsted sweater in the popular pull-over style. It is the medium weight men like. Its close knit is a guarantee that it will fit close to the body. It is just the thing for extra warmth under the suit coat or for sports' wear. Navy blue is a conservative shade that goes well with any suit.

4367 Sizes: 36, 38, 40, 42, 44 and 46
Chest.

With \$8 Purchase
or Coupons

*What Boys
Want!*



Leatherette Lumberjack

HERE'S a clothing investment for the boy that pays itself many times over. A wind- and rain-proof lumberjack of black leatherette, soft and pliable. Leatherette is durable and serviceable and looks just like real leather. Lumberjack has all those details that boys look for. Colored suede-flannel lining. Elastic-knit waist band. Corduroy-lined collar; adjustable cuffs. Mfg. wt. 2 1/4 lbs.

463 Sizes: 8, 10, 12
14 and 16 years.

With \$5.50 Purchase
or Coupons

STAR SECRETARY HONOR ROLL

For Month of August BLUE STAR SECRETARIES

Cash business for the Month \$200 or over.

\$25 Coupon Prize, each, to 10 Leaders

\$15 Coupon Prize, each, to other Blue Star Secretaries.

| | | | |
|--------------------------|--------------|------------------------|--------------|
| Mr. Rodolphe Dostie..... | Maine | Mrs. A. Hellings..... | Pennsylvania |
| Mrs. Alvin Evans..... | Pennsylvania | Mrs. A. Korbinsky..... | Pennsylvania |
| Mrs. H. Fry..... | Pennsylvania | Mrs. W. Pharoah..... | Pennsylvania |
| Mrs. A. L. Hallar..... | Illinois | Mrs. Wm. A. Ruth..... | Pennsylvania |

For Month of August RED STAR LEADERS

Cash Business for the Month, \$100 to \$199.

\$10 Coupon Prize, each, to 20 Leaders, names below.

\$7 Coupon Prize, each, to other Red Star Secretaries.

(Owing to limited space, list of 20 Leaders only is printed)

| | | | |
|------------------------------|--------------|------------------------------|--------------|
| Mrs. C. Bowers..... | Pennsylvania | Mrs. W. Rau..... | Pennsylvania |
| Mrs. Florence Fitzkee..... | Pennsylvania | Mrs. Walter Rittenhouse..... | Pennsylvania |
| Mrs. Ann J. Gall..... | Ohio | Mrs. Charles B. Sammis..... | New Jersey |
| Mrs. Edgar G. Garner..... | Pennsylvania | Mrs. Rudolph M. Schwenk..... | Indiana |
| Mrs. Louis Greenwalt..... | Indiana | Mrs. I. Stout..... | New Jersey |
| Mr. Edwin A. Goldsmith..... | New York | Mrs. A. Thayer..... | Pennsylvania |
| Miss Lottie M. Kauffman..... | Pennsylvania | Mrs. Eugene Tuttle..... | New York |
| Mrs. Victor Lauriha..... | Pennsylvania | Mrs. Fannie Waterbury..... | New York |
| Mrs. James D. Morgan..... | Pennsylvania | Mrs. Lillie Weber..... | Pennsylvania |
| Mrs. Cora F. McMullen..... | New York | Mrs. W. D. Zimmerman..... | Pennsylvania |

Appreciates Xmas Club Idea

By
Mrs. Camille J. Boulanger
of Massachusetts

I AM so enthusiastic about my new Christmas Clubs that I just wish to say a few words about them.

I have just organized two Christmas Clubs of five. When I suggested a Christmas Club to members of my regular Club, those who had already received their Premium wanted to join the Christmas Club, too. And when they spoke to the men folks about it they also wanted to join, so it was very simple to organize two Clubs.

One of my new members said it was the easiest, as well as the most saving, Christmas shopping he had ever experienced. He looked through the Larkin Catalog and selected all his Christmas presents and they amount-

ed to about \$47. As the Club brings only \$12.50, he expects to give me the remainder of the money, so you see he is doing all his shopping from me. If it had not been for the Christmas Club idea, he probably would not have thought of doing so.

My other members, too, do almost all their Christmas shopping through me. These members tell their friends about the wonderful gifts they can purchase from Larkin Co and in this way these additional sales come to me.

These Clubs are also boosting my Larkin Pantry sales, so I am very thankful to the originator of the Christmas Club idea.

52 and 53

are **IMPORTANT**
PAGES OF THE NEW CATALOG

compare/
YOU CAN'T BEAT LARKIN VALUES
IN BEAUTIFUL
CHRISTMAS CARDS and FOLDERS

WHO BUT LARKIN CAN OFFER SUCH
PRETTY FOLDERS SO LOW PRICED?

10 FOR 50¢ WITH PREM.

12 FOR 50¢ WITH PREM.

12 FOR 75¢ WITH PREM.

10 FOR \$1 WITH PREM.

12 FOR \$1 WITH PREM.

12 FOR \$2 WITH PREM.

Get your share
of the
CHRISTMAS CARD SALES!

Start Now!



Do you want help with your Christmas gift problem this year? Then, why not sell Christmas Cards, Christmas Seals, Wrapping Paper and Tying Tape? *You can't beat Larkin for value!* The earlier you start, the more you sell. And, the more you sell, the more Coupon Rewards you'll earn. These Coupons will be a big help toward buying your Christmas gifts.

USE THIS SPECIAL DRESS ORDER BLANK

when ordering dresses advertised on pages 12 and 13.

Larkin Co., Inc.: SHIP GOODS TO

NAME _____

Street and No.
or Rural Route _____Post-office
and State _____

| QUAN. | | \$ | QUAN. | | \$ | QUAN. | | \$ |
|-------|---------------|--------|-------|---------------|--------|-------|---------------|--------|
| | DRESS No. 398 | Cash | | DRESS No. 399 | Cash | | DRESS No. 400 | Cash |
| | Brown | Price | | Brown | Price | | Black | Price |
| | Size 14 yrs. | \$4.95 | | Size 14 yrs. | \$4.95 | | Size 14 yrs. | \$5.95 |
| | Size 16 yrs. | 4.95 | | Size 16 yrs. | 4.95 | | Size 16 yrs. | 5.95 |
| | Size 18 yrs. | 4.95 | | Size 18 yrs. | 4.95 | | Size 18 yrs. | 5.95 |
| | Size 38 | 4.95 | | Size 38 | 4.95 | | Size 38 | 5.95 |
| | Size 40 | 4.95 | | Size 40 | 4.95 | | Size 40 | 5.95 |
| | Size 42 | 4.95 | | Size 42 | 4.95 | | Size 42 | 5.95 |
| | Size 44 | 4.95 | | Size 44 | 4.95 | | Size 44 | 5.95 |
| | Green | | | Navy | | | | |
| | Size 14 yrs. | 4.95 | | Size 14 yrs. | 4.95 | | | |
| | Size 16 yrs. | 4.95 | | Size 16 yrs. | 4.95 | | | |
| | Size 18 yrs. | 4.95 | | Size 18 yrs. | 4.95 | | | |
| | Size 38 | 4.95 | | Size 38 | 4.95 | | | |
| | Size 40 | 4.95 | | Size 40 | 4.95 | | | |
| | Size 42 | 4.95 | | Size 42 | 4.95 | | | |
| | Size 44 | 4.95 | | Size 44 | 4.95 | | | |

Amount

(TEAR HERE)

Amount

(TEAR HERE)

TOTAL

(TEAR HERE)



CHAMING CONTENTMENT
WITHIN CONTENTMENT

FOR real shaving contentment . . . a shave with Larkin Witch Hazel Shaving Cream . . . a rub with Larkin After-Shaving Lotion . . . an application of Larkin Men's Talcum. The man in your house probably knows Larkin shaving contentment. But you could quickly make a list of other friends and neighbors. And without a doubt, if you ask him, hubby will help pass the good word along!

Larkin Witch Hazel Shaving Cream

Men's Talcum

3-oz. can,

25c

with PREM.

After-Shaving

Lotion

4-oz. bottle,

50c

with PREM.

Larkin Witch Hazel Shaving Cream gives you the smoothest, easiest, most soothing shave you ever enjoyed. Try it! You can't buy better cream no matter what you pay. Yet, this big tube now costs but 30c with Premium. The witch hazel leaves the skin cool and refreshing and has that pleasing odor men like.

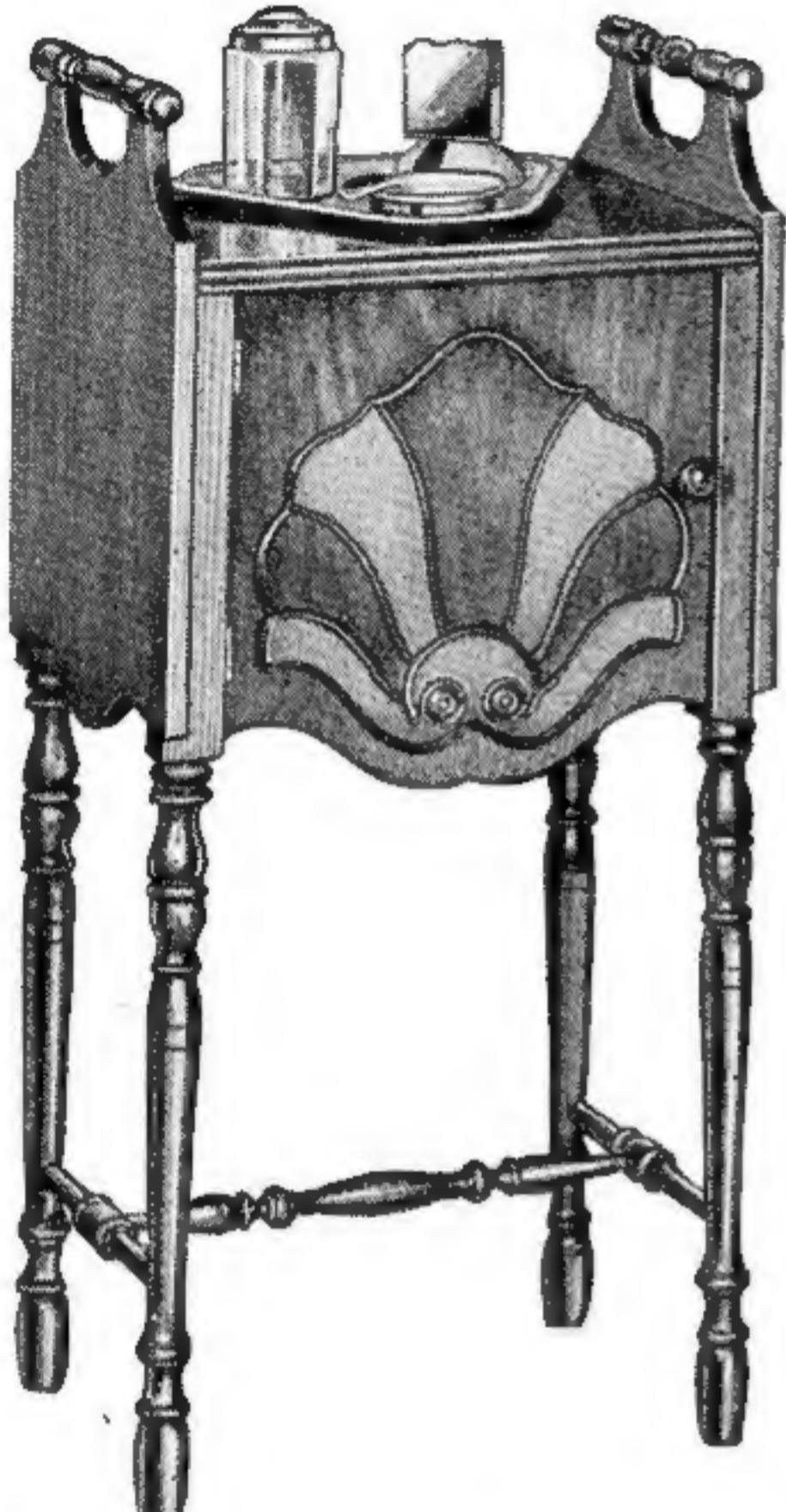
Tube, 30c with PREM.





whirlwind FURNITURE Offers!

TALK about values! Here are furniture gifts supreme, whether you obtain them with Larkin Coupons or take advantage of the opportunity to buy them at cash for one-half the catalog offer. Just think! Any one of them yours with \$10 in Coupons!



2076 with **\$10** Purchase or Coupons

Smart indeed with its two-tone decoration

Smoking Cabinet

HERE'S the kind of cabinet any man would be proud to possess. All the modern touches are revealed in the routed decoration on the door in two-tone effect, in the red and brass smoking set with large tray, cigarette holder and ash tray. Open the door and inside you find a copper-lined humidor 9½ in. wide, 7 in. high, 7 in. deep.

Cabinet itself is of selected gumwood, richly finished in dull imitation American walnut. Cabinet stands 27 in. high, is 12 in. long and 9 in. wide. Shpg. wt. 14 lbs.

A decorative touch for the living-room!

Magazine Basket

HERE'S a magazine basket that will delight you with its attractiveness . . . a real contribution to the decoration of the home. It is modern in design, splendidly made and beautifully finished.

The basket itself is of selected gumwood with that imitation American walnut finish so much sought after. Note the routed and open designs on the sides and ends. The basket is 15½ in. long; 10½ in. wide and stands 27 in. high.



2662 with **\$10** Purchase or Coupons

Shpg. wt. 10 lbs.

Any piece on this page with **\$10** Pur. or Cpons.



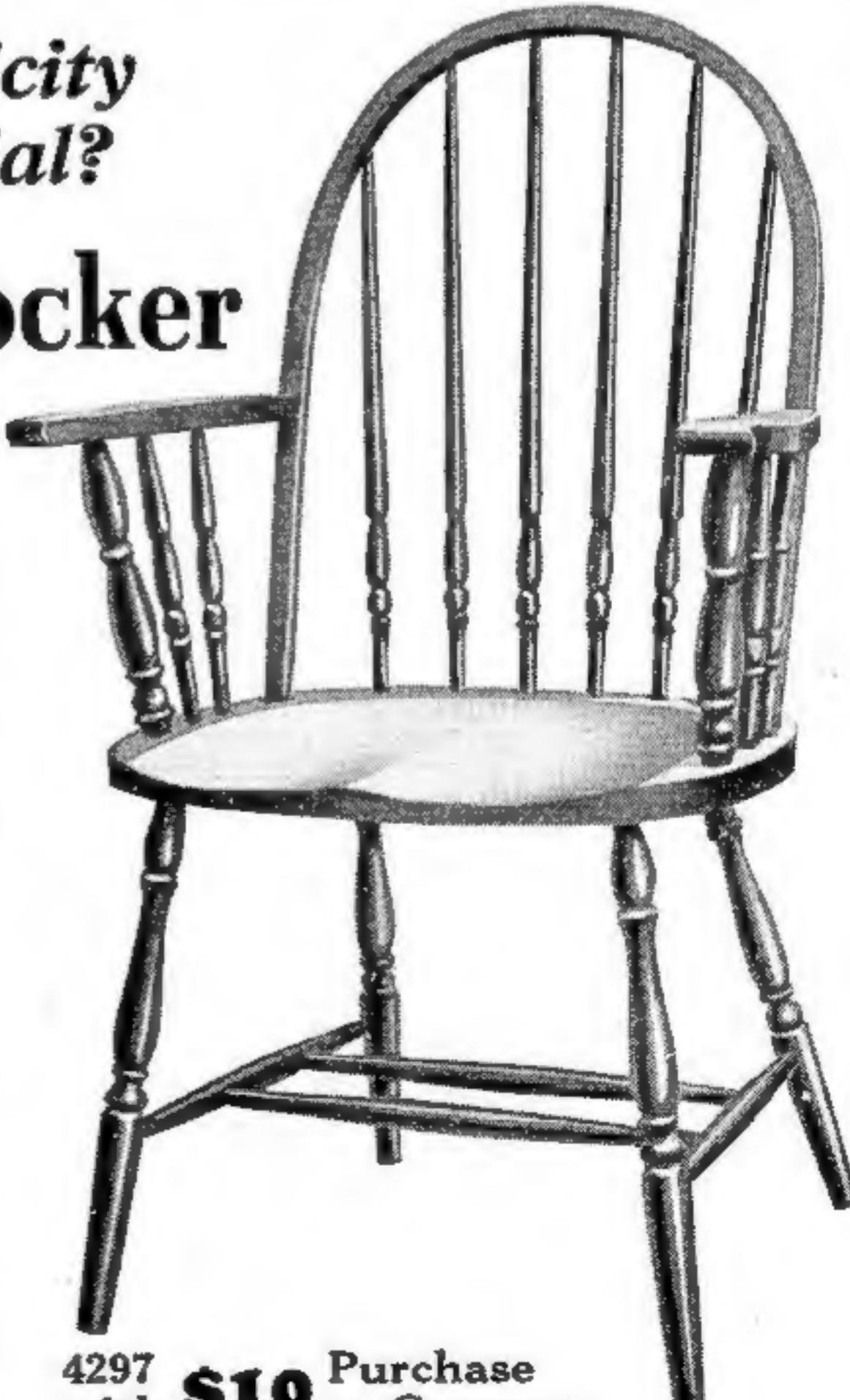
4553 with **\$10** Purchase or Coupons

Don't you love the simplicity and charm of the Colonial?

Windsor Chair and Rocker

HERE are two masterpieces that either separately or together have a grace and beauty that are universal in their appeal. Moreover, they represent wonderful value. A living-room or breakfast room furnished in colonial style is always smart. Four chairs and a gateleg table make a pretty living-room . . . easily transformed into a dining or breakfast room. The rocker makes an excellent fireside or bedroom chair.

These pieces are stanchly made of gumwood finished in dull imitation American walnut. Seats are 18 in. wide between the arms; 16 in. deep. Backs, 22 in. high from seat. Shpg. wts.: Chair, 15 lbs.; Rocker, 16 lbs.



4297 with **\$10** Purchase or Coupons

OCTOBER SPECIAL

GREEN with ROSE
GREEN with HELIO
ROSE with GREEN



WOOL
MIXED
(SINGLE)

Blanket

No. 8665

Regularly
WITH A
\$5 Purchase
SPECIAL
CASH PRICE

169

See
Page Eleven